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THE NATIONAL NEWSPAPER OF MARKETING

P.O. Yields Ground as Publishers Hit Rate Boost Logic

Time's Brumbaugh Cites McKinsey Report Flaws, Rate Making Inequities

WASHINGTON, June 2—Wheeling and dealing was in the air this week as Postmaster General Arthur Summerfield struggled to prevent his $554,000,000 rate increase bill from lingering indefinitely in the House post office and civil service committee.

The Postmaster General has been huddling privately with one user group after another, with almost no success. On Wednesday he moved to dilute the opposition by withdrawing all proposals to increase the rates on non-profit organizations and to eliminate the old free-in-county handling of newspapers.

Hearings at the post office and civil service committee moved monotonously forward, with more publishers and direct mail advertisers expressing indignation at the prospect of another round of rate hikes before the 1958 increases are fully effective.

Much of today's session was devoted to testimony by David W. Brumbaugh, exec vp of Time Inc., who said his company wouldn't have survived to testify if it had not been more successful than the Post Office in finding ways to absorb some of the costs which have come its way during the past 10 years.

■ Mr. Brumbaugh and T. D. Bihler, postal chairman of the Direct Mail Advertising Assn., also blasted the much criticized McKinsey report, used by the Post Office Department as proof that users can

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Lestoil Gets New Officers, Agency, Name in New Setup

HOLYOKE, MASS., June 3—Standard International Corp. three days ago took over Adell Chemical Co., maker of Lestoil and Lestare, and already the company has a new name, a new management team and a new advertising agency.

As a subsidiary of Standard, which paid the Jacob L. Barowsky family approximately $10,000,000 for the company, Adell has been renamed Lestoil Products Inc. The company grossed $25,000,000 last year.

The president and founder of the Lestoil empire, Mr. Barowsky will be chairman of the board of Lestoil Products Inc. He and his sons-in-law, I. L. Eskenasy, formerly exec vp of Adell, and Aaron Kingsberg, who headed the Lestoil house agency, Jackson Associates, reportedly have five-year contracts with the company. Mr. Eskenasy will be executive assistant to the operations committee, and Mr. Kingsberg will be a consultant to the new corporation and its agency. But the reins of the company have been taken over by a management team from Standard International.

■ Daniel E. Hogan Jr., president of Standard International, Andover, has taken over the presidency of Lestoil Products Inc. Standard's chairman, John Bolten Sr., will be chairman of the executive committee of Lestoil. John Bolten Jr. will be treasurer of the new corporation.

Other key appointments in the reorganized Lestoil setup: Charles J. McCarthy, formerly exec vp and director of sales of Union-Everedy Co., a Standard International division, as Lestoil vp in charge of sales; Gale M. Dean, formerly general manager of Union-Everedy, as Lestoil vp in charge of

(Continued on Page 93)

REMINDER—*Bonne Bell Inc., Cleveland, will use this four-color page in the July issue of Holiday to promote its skin and suntan lotions for the vacation season. Meldrum & Fewsmith is the agency.*

Restonic Decree Bans Price in National Ads

U. S. Aims to Make Price Reflect Local Cost; Other Mattress Makers Also Hit

WASHINGTON, June 3—Nationally advertised prices will disappear from ads for Restonic mattresses under a consent judgment which was obtained by the Department of Justice this week.

The department is seeking similar consent judgments against three other important licensors of mattress trademarks—Sealy Inc., Serta Associates Inc. and Spring-Air Co.

Elimination of nationally advertised prices in the mattress ads is supposed to stimulate price competition within the mattress industry at the retail level.

Some experts within the Department of Justice believe that the big independents who are in competition with the four major licensed brands may find themselves under pressure to abandon nationally advertised prices if the other licensing groups are ultimately placed under decrees like the one which has been obtained against Restonic.

■ The department's approach in the Restonic situation involves basic policy decisions with respect to joint promotional efforts by licensees for trademark products. The department's view is that cooperative promotions which involve an advertised price lead to price fixing and restraint of trade.

The Restonic decree is the outgrowth of a series of anti-trust complaints filed in Chicago this past week, charging that competition in the sale of four manufacturer-owned mattress brands has been suppressed under licensing arrangements which divide sales territories and stabilize retail prices.

Restonic, Serta and Spring-Air are owned by manufacturers, who are licensed to use the company trademark. Sealy is similarly

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Entering Unsaturated Foreign Fields Vital for Marketing Growth, IAA Told

Ad Group Told Companies Will Revamp to Unified World Marketing Setups

NEW YORK, June 3—U.S. companies, if they want to grow, must move abroad to tap foreign markets. If they don't, they will be severely limiting their future market potential.

This was the keynote sounded at the 12th annual congress of the International Advertising Assn., which closed here today.

The international heads of two major corporations both presented variations on this warning in their addresses to the congress:

• Ray W. Macdonald, vp and a director of Burroughs Corp., pointed out that the market outside the U.S. and Canada "is growing from 50% to 100% faster, and has a potential 10 times as large."

• Frank X. White, vp of American Machine & Foundry, told the meeting that the new emphasis on exports and overseas investment results from a realization that a company must constantly move forward or else fall back.

"The U.S. market for any product is not infinite," Mr. White said. "Finding or developing new products is difficult. Expansion in international markets is the answer to maintaining a growth pattern."

• Support for this view also came from Dr. Cyril L. Herrmann, vp of Arthur D. Little Inc., who told the congress: "Recently I heard it said that by 1970 no major company would select a new president who did not have some kind of international experience in his background."

■ More than 500 advertising men and women attended the three-day meeting. In addition to listening to talks, they participated in

(Continued on Page 10)

FTC Rule Shift to Broaden Its Use of Injunction

May Be Used in Food, Drug, Cosmetics Cases if 'of Interest to Public'

WASHINGTON, June 2—Without speeches, press releases or fanfare, the Federal Trade Commission quietly cleared the decks today for more court injunctions in food, drug and cosmetics advertising cases.

Under a one-paragraph procedural rule change quietly adopted last weekend, the commission announced that in food, drug and cosmetics cases, it intends to use court injunctions in the future "where it has reason to believe that it would be of interest to the public."

The power to seek court injunctions in these cases has existed since 1938, but has been used sparingly. In recent years FTC procedures specified that injunctions would be used only (1) if the product was inherently dangerous; (2) if the advertising might induce people to delay proper medical treatment, with harmful effect, or (3) if substantial, irremediable financial loss would be caused to the public.

■ Since the tv investigations of last fall, FTC has been under pressure to make more use of its injunctive power in advertising cases. Attorney General William P. Rog-

(Continued on Page 96)

FTC Issues Guides on Promotion Allowances

Aim Is to Spell Out Rights, Obligations; 'Not to Help Skirt Legality'

WASHINGTON, June 3—In an effort to get better compliance with the Robinson-Patman Act, the Federal Trade Commission today released a set of 16 "guides" which seek to tell business men their rights and obligations in the field of promotional allowances.

Couched in layman's language—or as close to it as FTC dared to go—the guides wrestle with such expressions as "proportionately equal terms" and "meeting competition in good faith." Business men are advised that the guides are intended to be useful in helping them avoid unintentional violations.

"They highlight the requirements of the law and offer means of complying with it," FTC said, "without any attempt to suggest ways for skirting along the borderline between what is legal and illegal."

Drafting of the guides had been a subject of controversy within FTC for several months. While the commission has unanimously supported the use of guides to eliminate misunderstanding in the enforcement of laws against false advertising, there has been a substantial group within FTC that objects to the use of any informal guide program for anti-trust cases, including cases involving promotional allowances.

■ Commissioner Edward T. Tait, who has spearheaded the development of guides in the promotion allowance field, expressed confidence they will "go far toward nullifying the excuse that these laws are too complex for non-lawyers to understand."

But despite a disclaimer which was included in the guides, speci-

(Continued on Page 100)

Last Minute News Flashes

General Foods to Test Grapefruit Flavor Tang

BATTLE CREEK, June 3—The Post division of General Foods Corp. will test market a Grapefruit Flavor Tang breakfast drink around the end of the month in Indianapolis, Atlanta, Omaha and possibly other markets. In two sizes, seven and 14 oz., the new drink reportedly will be geared to regular Tang promotions. Young & Rubicam is the agency.

Flemming Promises Tougher Drug Policing

WASHINGTON, June 3—Secretary of Health, Education & Welfare Arthur S. Flemming today promised tougher policing of drug industry promotion material, and called for legislation to tighten inspection power of the Food & Drug Administration over drug manufacturing and testing. Before the Senate anti-trust subcommittee, he conceded that misleading claims have been used in some drug industry ads and literature distributed to doctors. "When changes are not made promptly," he said, "action will be instituted to remove the drug from the market."

Brown Succeeds White as 'Cosmopolitan' Publisher

NEW YORK, June 3—Robert E. Brown, formerly publisher of *Bride & Home*, today was named by Hearst Magazines to be publisher of *Cosmopolitan*. He succeeds James M. White, who resigned. Moving into Mr. Brown's previous spot at *Bride & Home* is Albert S. Traina, who has been advertising manager of that magazine.

Additional News Flashes on Page 93)

McCann Cites Equal Treatment Rule; Asks Radio Cut Rate Given Stri-Dex

Radio Folk in Doubt— Will Esso Get Rate Cut or Stri-Dex Get Boost?

NEW YORK, June 3—McCann-Erickson has notified radio stations which accepted the Stri-Dex spot schedule at a cut rate that it expects the same treatment for other McCann clients with comparable schedules. The word was passed along via station representatives.

This is believed to be one of the few times that the "favored nation" clause included in the 1941 revision of the standard American Assn. of Advertising Agencies contract has ever been invoked on this scale. This clause, which assures a buyer he is getting the best price available, reads:

"Station represents that the time rate named in this contract is the lowest rate made by station for like broadcasts at the time this contract is entered into. If at any time during the life of this contract station makes a lower rate for like broadcasts, this contract shall be continued at such lower rate from the effective date of such lower rate."

■ Crawford Paton, McCann vp, told ADVERTISING AGE that very few stations and very few clients are involved in this effort to make sure that all advertisers are getting equal treatment from radio stations. He indicated that most stations do not engage in price discrimination.

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Bayles Becomes SSC&B Chairman; Sullivan Moves Up

NEW YORK, June 2—S. Heagan Bayles, formerly vice-chairman of Sullivan, Stauffer, Colwell & Bayles, New York, has been elected chairman of the agency's board and chief executive officer. He succeeds Raymond F. Sullivan, who becomes founder-chairman of the agency. Mr. Sullivan "will continue to be active in the creative and executive phases" of the agency's operations.

S. H. Bayles R. F. Sullivan

SSC&B, which billed $46,000,000 in 1959, was formed in 1946 by Mr. Sullivan, Mr. Bayles, Donald Stauffer and John P. Cohane, all of whom came from Ruthrauff & Ryan, and Robert Colwell, from J. Walter Thompson Co. The agency's president, Brown Bolte, joined from Benton & Bowles in February, 1958.

■ Last February, Mr. Sullivan was named chairman of the board of Noxzema Chemical Co., Baltimore, an account that moved from Ruthrauff & Ryan in 1946 to the then-new SSC&B. Noxzema had been solicited and won for R&R in 1924 by Mr. Sullivan, who has long been a stockholder and director of the advertiser.

Mr. Bayles worked on American Tobacco's Pall Mall cigarets, when he was at Ruthrauff & Ryan and since 1948, when SSC&B got the account. #

CONVINCER—*John Malmo, account executive, John Cleghorn Advertising Agency, Memphis, proved immune to flip charts, slides and other efforts to sell him on the "noted-ability" of outdoor, so two men in the Memphis branch of General Outdoor Advertising Co. —R. C. Lyles, branch manager, and David C. Stewart, salesman— put together the above clincher. After hearing from friends, clients and boss who noticed the poster, Mr. Malmo was convinced.*

Weir Assails 'Artificial' Copy in Mail Ads Promoting Circulation of Business Papers

NEW YORK, June 2—"The exaggeration, the poor taste, the irritation of much advertising results from a lack of writing skill," according to Walter Weir, chairman of the executive committee, Donahue & Coe.

Speaking at the national circulation roundtable of Associated Business Publications last week, Mr. Weir charged that "many persons who wind up in the copy department have never gone to the trouble of attaining skill in writing—by attempting poems or doing short stories or plays. When they sit down to write an advertisement they are largely in the position of an inarticulate person who sits down to write a letter."

Mr. Weir, referring to the use of direct mail for circulation promotion, said the medium "requires communication of the most intimate, personal nature. When people read letters, they expect close, personal communication.

■ "I am confident that if you memorized the average advertisement and then spoke it to a friend," he said, "that friend would find it so artificial as to suspect you might just possibly be off your rocker . . . But when you sit yourself down to write a direct mail letter, do you ever pause to refresh yourself with the thought of how people think about and consider letters?"

The object of a letter to promote circulation "is to present an image of your product," Mr. Weir continued. "You must recreate it —in terms of what it can mean when used. And, believe me, this requires literary skill. And literary skill is not achieved by writing circulation letters between nine and five. It's achieved by writing constantly."

In reference to promotion gimmicks, he said, "There is no doubt that gimmicks . . . work."

But, he added, "if your publisher thinks solely in terms of whether or not the circulation this year is ahead of what it was last year, you'll wind up using gimmicks—which actually do not attract readers so much as they attract bargain hunters. In the long run, you cannot attract and hold readers whom your magazine does not benefit." #

Lew King Agency Sponsors Phoenix Radio News Show

Lew King Advertising, Phoenix, has signed a long-term contract with KXIV, Phoenix radio station, for a five-minute "Business Report" Monday through Friday covering local, national and world business news. Mr. King will deliver the commercials on his agency's services, while Don Clay, station news director, will handle the news reporting.

The station reports this is the first time an agency has taken to the air in Phoenix on a regular program to promote its own wares.

Guild Films' Barter Time Key to Merger With Tanny's Gyms

WASHINGTON, June 2—Tv barter deals were dangled today as a major ingredient which is expected to season the pending merger of Guild Films, New York, with the Vic Tanny gymnasium system.

Under the deal previously announced, Guild is acquiring the physical assets of about 70 separate corporations that make up the Tanny system. To carry out the deal, Guild is planning to issue 17,664,891 shares of common stock and to turn 12,515,000 of them over to Mr. Tanny. Another 2,400,000 shares will be offered to creditors.

In a prospectus filed with the Securities & Exchange Commission today, Guild listed $750,000 worth of tv spots which it owns or controls on 24 stations, and it reported that it expects to acquire more time under its policy of providing tv film or tape in exchange for time.

Importance of this time was indicated in the agreement which Guild and Tanny filed with SEC.

"Each of the companies," it said, "believes that it will effect substantial savings in its advertising expenditures by the use of the tv spots acquired and to be acquired by Guild."

■ Guild outlined a long history of change since its founding in 1950 to produce and distribute tv programs. Since 1958, it has obtained programs from independent producers, but with the advent of tape "the position of the company has deteriorated."

Several years ago it obtained rights to pictures controlled by Hal Roach Studios. The prospectus reported that the legality of title to these Hal Roach properties has not been determined since the bankruptcy of the Hal Roach organization.

"In view of the increasing difficulties of licensing programs to local and regional television stations," Guild said, "the company has entered into a program of licensing its program series in exchange for spot time on local or regional tv stations. The spot time consists of 20-second or one-minute announcements, which are sold by the company to advertising agencies for their use for sponsors, or directly to sponsors themselves." #

Ahoy! Batten the . . . Oops!

Camera Crew Has Rough Go Getting Sea Shot for Ad

Shooting Hamilton Watch Ad in Hurricane Sea Fazes Barnacled Gramps

LANCASTER, PA., June 2—Running currently in three magazines is a seasick picture of a small sailing boat about to capsize in a howling sea. It's an illustration for an ad for Hamilton Weatherproof watches, and there's nothing fake about it—as the storm-tossed photography crew from N. W. Ayer & Son will testify.

■ The ad was outlined late last September, and the agency had two weeks' working time to line

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KNOCKDOWN—*This is the Hamilton ad which appeared in the May 14 issue of The New Yorker.*

Highlights of This Week's Issue

Craig & Associates opens in Houston, following the closing of the Houston branch of Marsteller, Rickard, Gebhardt & Reed ..... Page 4

Maclean-Hunter Publishing Co. buys control of Rolph-Clark-Stone for $4,000,000 ..... Page 6

Federal Trade Commission says the validity of the New York Times slogan, "All the news that's fit to print," is a matter of personal opinion and taste ..... Page 8

Hertz Corp. launches a direct mail campaign in an effort to convince apartment dwellers that they should rent cars rather than buy them ..... Page 19

Burdette P. Mast, chairman of Conover-Mast Publications, says the business paper field has improved considerably in 30 years ..... Page 26

California's wine industry has spent approximately $30,000,000 on advertising and sales promotion since the state's wine marketing order became effective in 1938 ..... Page 28

Norman H. Strouse, president of J. Walter Thompson Co., says "the controlled impact of organized advertising makes a major contribution to the success of any community fund drive" ..... Page 30

Martin J. R. Corcoran, president of Communication Research Corp., says medium-size voluntary food chains can provide the desired "middle ground" for consumers between the "robotized" giant supermarket and the limited-choice corner grocery store ..... Page 32

Associated Third Class Users Assn. offers the Federal Trade Commission its help in looking for ways to sharpen its patrolling of direct mail advertising ..... Page 38

Political & Economic Planning study declares that a public service organization, financed by the government and independent of business, to supply consumers with "unbiased information" about goods and services on the market is needed in Britain ..... Page 44

William Bernbach, president of Doyle Dane Bernbach, says the job of creative people in advertising is "to sell our clients' merchandise . . . not ourselves" ..... Page 47

Reynolds Metals Co. will spend $2,500,000 to promote the Easy Living program, an extension of its House of Ease promotion, designed to help participating builders capture a greater share of consumer dollars with the theme "good living through home ownership" ..... Page 48

Chicago Assn. of Commerce & Industry survey of more than 1,000 executives in Chicago reveals that they spent an average of $1,140 apiece on their vacations last year ..... Page 62

George Genzmer, western division marketing director of MacManus, John & Adams, says radio and tv are the best way to reach the compact car market and radio is the medium that can be used with necessary frequency ..Page 66

New textbook on advertising, written by John W. Crawford, head of the advertising department of Michigan State University, tells executives about advertising principles and functions ..... Page 67

National Brewing Co. and WBAL-WBAL-TV win three awards apiece in the tenth annual exhibition of the Baltimore Art Directors Club, featuring outstanding advertising art ..... Page 68

E. B. Weiss, director of merchandising of Doyle Dane Bernbach, predicts nonmerchandising activities—real estate, banking, financial management, department leasing and all kinds of manufacturer allowances—within five years will account for 50% of total net profit for some large retailers ..... Page 97

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Top Network TV Advertised Brands ..... Page 94

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Massey-Ferguson Assigns Industrial to NL&B of Canada

TORONTO, June 1—Massey-Ferguson Ltd. has named Needham, Louis & Brorby of Canada to direct advertising for its industrial products.

The account, estimated to involve between $100,000 and $200,000 a year in billings, had been lodged at Associated Advertising Agency, Wichita, Kan.

Stanley S. Roberts, general manager of advertising and sales promotion, said the move was the latest in the company's continuing program to centralize all North American marketing activities in Toronto, world headquarters of the company.

While the industrial products advertising budget is relatively small, it is expected to grow rapidly, as Massey-Ferguson becomes more and more involved in off-farm product sales.

■ Mr. Roberts also announced that Sid Wallach has been appointed advertising manager for all Massey-Ferguson products in North America. Mr. Wallach was formerly a vice-president of Grant Advertising. #

Hazzard Named AFA Advertising Woman of Year

NEW YORK, June 3—Genevieve (Hap) Hazzard, account executive of Campbell-Ewald Co., Detroit, Sunday (June 5) will be named Advertising Woman of the Year by the Council of Women's Advertising Clubs, Advertising Federation of America.

Genevieve Hazzard

The annual award to an outstanding advertising woman will be presented to Miss Hazzard by Ruth M. Volckmann, Advertising Woman of the Year national chairman and office director of Sawyer-Ferguson-Walker Co., at the Sunday brunch which will open the 56th annual convention of the AFA.

Miss Hazzard, who is being cited for unusual devotion to and pride in her profession, has "helped to develop a new concept in the field of automotive advertising," the citation will read.

■ Before entering the ad profession 15 years ago, Miss Hazzard was engaged in personnel work in Detroit. Her activity in that line drew the attention of the president of Century Advertising Agency, who needed an assistant. Shortly after joining Century in 1945, Miss Hazzard found herself "involved" first in print copy, then with a radio quiz show.

She also worked at Tandy Agency, Detroit, as an account executive for a grocery chain, which sponsored her as star of one of the first daytime tv women's programs.

Taking a friend's advice to get some sales experience, she resigned her position and went to work selling encyclopedias for four months. Shortly afterward in 1950 she joined Campbell-Ewald in charge of the women's program for the Chevrolet account.

■ She now holds the title of account executive, Chevrolet women's program, and is Campbell-Ewald's only woman account executive. Regular newspaper automobile advertising designed to interest women exclusively was a Hazzard idea which has since been used by other auto manufacturers. Her Chevrolet gown collection was another "first." She assembled the collection created by European and U.S. dress designers used to introduce Chevrolet in 1958, 1959 and 1960.

Her advertising activities have gained her a listing in "Who's Who in American Women." This year she was one of the 10 women honored by Detroit's 1960 "Salute to Women Who Work." During 1954-55 she was president of the Women's Advertising Club of Detroit and now is a member of the club's board. In 1957-58 she was vp of the AFA and chairman of the Council on Women's Advertising Clubs. #

Storer Boosts Bob Edell

Bob Edell, formerly promotion manager of WJBK-TV, Storer station in Detroit, has been named promotion manager of Storer Broadcasting Co., Miami. In his new post, he will coordinate promotional activities of all Storer stations and assist John J. (Chick) Kelly, director of advertising and promotion, in corporate advertising and public relations.

MIRROR, MIRROR—*Crucible Steel Co. of America is using a high-fashion approach to sell steel to industrial buyers in its new campaign. To emphasize the fine finish of its stainless steel, the ads picture fashion models reflected in the mirror-like finish. This b&w spread runs in May and June issues of Architectural Metals, Automotive Industries, Iron Age, Metal Products Manufacturing, Purchasing, Southwestern Purchasing Agent and Western Machinery. G. M. Basford Co. is the agency.*

Too Many Delayed-Broadcast Beefs; Texaco Forms Opera Radio Network

NEW YORK, June 2—Time was when an advertiser who wanted to be sure of live radio clearances turned to a network. But not any more, it seems.

After 20 years of carrying Metropolitan Opera broadcasts over a network, Texaco Inc. is in effect setting up its own "network" of stations. Why? Because the company has had too many complaints from listeners who have been getting the program on a delayed basis.

"There has been a growing tendency on the part of many radio stations affiliated with major networks to transcribe and rebroadcast the opera program on a delayed basis, often at times inconvenient to regular opera listeners," an announcement by Lauder Greenway, chairman of the board of the Metropolitan Opera Assn., and Ben Halsell, advertising director of Texaco, explained.

CBS Radio carried the opera for the past two seasons; before that, a network radio feature since the early '30s, it was broadcast by the NBC Blue Network and continued on ABC when that chain was formed from the Blue Network.

■ "Recorded versions of the opera broadcasts have been carried by some stations hours, days or even a week following the original performance," the joint statement continued. "Some audiences have had to stay up until after midnight to hear the opera to completion. Such practices have evoked numerous complaints from the radio audience."

Texaco could not estimate how many of the more than 180 CBS radio outlets were carrying the program on a delayed basis. "The number varied from week to week," it was said.

Industry observers pointed to the Texaco move as just another indication of the waning strength of radio networks in a fast-changing broadcast world. CBS Radio had worked hard and unsuccessfully to improve live clearances and to avoid losing this prestige program.

■ Now Texaco has started clearing a specially selected list of high-powered stations that will be linked together via AT&T in a group to be known as the Texaco Metropolitan Opera Network. To be in the group, a station must agree to carry the full four hours of the opera broadcast live each Saturday afternoon during the season, which will start Dec. 3. The company expects to be able to reach about 95% of the country's radio audience with 90 to 100 stations.

Live clearances have not been a problem in Canada, where the CBS will continue to air the broadcasts, with intermission features in French for some areas.

■ WOR, New York, will feed the

(Continued on Page 96)

Canadian Lever Shifts Good Luck to JWT from Y&R

TORONTO, June 1—Bad luck hit Young & Rubicam here yesterday, when Lever Bros. Ltd. announced it would switch the advertising account of Good Luck margarine to J. Walter Thompson, effective Sept. 1.

The Good Luck account, estimated to involve between $300,000 and $500,000 a year in billings, had been with Young & Rubicam since 1950, shortly after the manufacture and sale of margarine became legal in Canada.

R. B. Collett, advertising director of Lever, said the account was shifted to Thompson because that agency has "major Lever billings." Y&R has no other Lever accounts; JWT, with the addition of Good Luck, has eight.

■ The move reduces by one the number of agencies used by Lever in Canada. Lever now uses Batten, Barton, Durstine & Osborn; Cockfield, Brown & Co.; Foote, Cone & Belding; Kenyon & Eckhardt; MacLaren Advertising; Needham, Louis and Brorby, and J. Walter Thompson Co. #

Gibbons Joins Atcheson

John P. Gibbons, formerly with National Sales Executives International, New York, has joined Atcheson Associates, Newark, newly formed advertising specialties sales organization, as a sales executive.

WCAE Names McGavren

WCAE, Pittsburgh, formerly handled by the Katz Agency, has appointed Daren F. McGavren Co. as its national representative.

Agreed Aims Help Dispel Distrust . . .

Ad Aims Are Criterion for Copy, Media: Elder

Also at ANA Workshop, White Warns Lack of Agreement Is Costly

RYE, N. Y., June 1—Admen attending the Assn. of National Advertisers workshop on advertising administration and cost control here today were given a peek at how advertisers and agencies keep these problems in line.

Speaking for advertisers was Robert F. Elder, president of Plax Corp., who laid down some ground rules on how to manage an ad program for maximum corporate profit.

Noting that in most companies advertising is considered "only a few steps removed from roulette," Mr. Elder said the first requisite is for corporate management and its advertising people to see eye to eye on objectives and to have "complete faith and confidence in one another.

"This joint faith and confidence will not come about through mere exhortation from either side," Mr. Elder said. "Cheer leaders don't score touchdowns. What is needed is a formulation within each individual company for definitely spelled-out objectives for its own ad program. Far too few companies have clearly defined and set down in black and white their general corporate objectives.

■ "In a broad sense it can be said that the objective of all advertising is to increase the sales of the company's products or services. But in many cases this is far too broad and general to help us, either in planning or in evaluating our ad program."

This holds true, he continued, in advertising Plax plastic bottles. "Our advertising by itself cannot make a single sale," he said. "Be-

(Continued on Page 96)

Scott Wonder Wrap Heads for National Bow with Coast Test

CHESTER, PA., June 1—Scott Paper Co.'s new plastic food wrap, Wonder Wrap, has entered its third and final test market in San Diego, Cal.

The first Scott non-paper household product is expected to be marketed nationally before Jan. 1, 1961. It was test-marketed earlier this year in Indianapolis and Albany, N. Y.

The new non-tangling plastic wrap is polyethylene film treated by a special process to give the film a degree of adherence and sealability.

To assure the proper balance between adhesiveness and ease of handling, Scott consumer-tested the product prior to the Indianapolis test market and also conducted "blind" product tests to compare it with competitive wraps at U. S. Testing Co., Hoboken, N. J.

■ Both television and newspaper advertising, in addition to sampling and couponing, were used in the test markets.

In San Diego, tv advertising will consist of an 18-week campaign providing eight one-minute spots weekly. There also will be a 30-second spot announcement on alternate weeks on the "Father Knows Best" show.

Three 1,500-line, color newspaper advertisements will be inserted in two San Diego newspapers in June and July. Scott is testing several sampling and couponing techniques in the city as it did in Indianapolis and Albany. J. Walter Thompson Co., New York, is the agency. #

Detroit Elevator Names Denman

Detroit Elevator Co. has appointed Denman & Baker, Detroit, as its advertising and public relations counsel.

WALTER C. KRAUSE, *vp in the Chicago office of McCann-Erickson, has been named assistant to McC-E president Marion Harper Jr. effective June 6. Mr. Krause will make his headquarters at 485 Lexington Ave., New York.*

Seaboard Lawn Account Goes to Wermen & Schorr

PHILADELPHIA, June 3—Wermen & Schorr Advertising has been awarded the Seaboard Lawn Seed Co. account, as of July 1.

The agency won out over three rivals, including Arndt, Preston, Chapin, Lamb & Keen, the incumbent agency (AA, May 30). Billings are estimated at about $200,000, chiefly in the print media, outdoor, and radio.

Wermen & Schorr confirmed the appointment to ADVERTISING AGE, announcing it already is working on Seaboard's spring, 1961, ad and promotion plans.

Seaboard is one of the country's largest producers of seeds, with distribution running from Minnesota south to Kentucky and Tennessee and all along the east coast.

■ The addition of this account marks the continuation of the rapid growth of this agency, which has added four other major accounts to its list since the beginning of the year. The agency would not estimate its billings for 1960, but ADVERTISING AGE estimated its 1959 billings at about $7,000,000 (AA, Feb. 27).

Added since Jan. 1 are Interstate Container Corp., Glendale, Long Island; Esslinger's beer; Westinghouse Appliance Sales of Laurel, Md. (Maryland, parts of Virginia and West Virginia and Washington, D. C.); Westinghouse portable appliances, middle Atlantic region, and a new product by Crisp Inc., still unannounced. #

KROC Stations to Venard

KROC and KROC-TV, Rochester, Minn., formerly handled by Meeker Co., has appointed Venard, Rintoul & McConnell as its national representative. Harry S. Hyett will continue to represent the stations in Minneapolis.

Craig Opens Own Houston Agency With 7 Accounts

Six Clients Come from Marsteller, Rickard as Agency Closes in Houston

HOUSTON, June 1—Douglas Craig announced today the opening of Craig & Associates agency following the closing yesterday of the Houston branch of Marsteller, Rickard, Gebhardt & Reed, with many of the same accounts.

The Craig agency will add Delhi-Taylor Oil Corp., Dallas, Mr. Craig said, for products and corporate advertising. Chemicals advertising will remain with Sam J. Gallay Advertising, New York, for the rest of 1960, it was indicated.

Moving to the Craig agency are these former Marsteller accounts: Baroid division of National Lead Co.; Baroid Chemicals, a separate division; Engineered Oil Tools; Wilson Supply Co.; Gasoline Plant Construction Corp., and Mavor-Kelly Co.

■ Don Lamb, Marsteller account executive, has joined Craig & Associates. The new agency's office manager is Mrs. Henrietta Englander. The office address is 2623 Kipling, Houston.

Jack Rittenhouse, a principal in the old Marsteller office, becomes an advertising consultant, and will devote more time to operating his unique and historical Stage Coach Press. Ed Chalmers, account executive, has moved to Glenn Advertising, Houston branch, taking with him the National Steel Co. account. #

AIA Chapter Elects West

George H. West, Consolidated Electrodynamics Corp., subsidiary of Bell & Howell, has been elected president, Assn. of Industrial Advertisers, Southern California chapter. Other officers elected are Claude V. Meconis, Litton Industries, 1st vp; D. Behm, Electro-Data division, Burroughs Corp., 2nd vp; John C. Laffin, Northrop Corp., 3rd vp; Edwin L. Williams, Farr Co., secretary, and Ray Hermanson, Western Precipitation Co., treasurer.

Snook to 'American Weekly'

Albert M. Snook, at one time western manager of the Magazine Advertising Bureau, and previously with the Chicago sales staff of *The Saturday Evening Post*, has joined the Chicago sales staff of *The American Weekly*.

RCA Int'l Elects Bejarano

Jose R. Bejarano, an executive and leader in the electrical equipment industry in Brazil for many years, has been elected president of RCA International Ltd., Montreal.

CAREFREE CONTEST—*This spread will appear in the July 9 issue of The Saturday Evening Post to kick off the Beads-O'-Bleach contest by Purex Corp., South Gate, Cal., Edward H. Weiss & Co., Los Angeles, is the agency.*

Beads-O'-Bleach $10,000-Plus-Washer Contest Bows July 5

SOUTH GATE, CAL., June 1—The Beads-O'-Bleach "carefree washdays" consumer contest by Purex Corp., offering $10,000 plus an automatic washer and 500 other prizes, will be launched July 5.

Magazines and tv spots will be used, with the initial print spread to appear in the July 9 issue of *The Saturday Evening Post*. The ad prominently features five name-brand washers—Norge, Easy, Kelvinator, Frigidaire and Hotpoint. The contest rules ask that entrants choose their favorite from the five washers which appear and explain why they would use Beads-O'-Bleach in it.

The washing machine manufacturers are supplying in-store promotional materials to tie in with the contest.

After the initial *Post* ad, page insertions will appear in *Everywoman's Family Circle* (August issue), *Family Weekly* (July 31), *Parade* (July 10), *This Week* (July 17 and July 31) and *Woman's Day* (August). A spread will appear in the Aug. 1 issue of *Life*.

Edward H. Weiss & Co., Los Angeles, is the agency. #

Barr Heads AMA Chapter

H. Robert Barr, Frederick E. Baker & Associates, has been elected president, Puget Sound chapter, American Marketing Assn., Seattle. Other officers are William G. Orthman, Botsford, Constantine & Gardner, 1st vp; Prof. Warren M. Etcheson, University of Washington, 2nd vp; Woodrow R. Clevinger, Washington State Department of Agriculture, secretary, and Prof. Guy Gordon, University of Washington, treasurer.

Oakland Adclub Elects Herbert

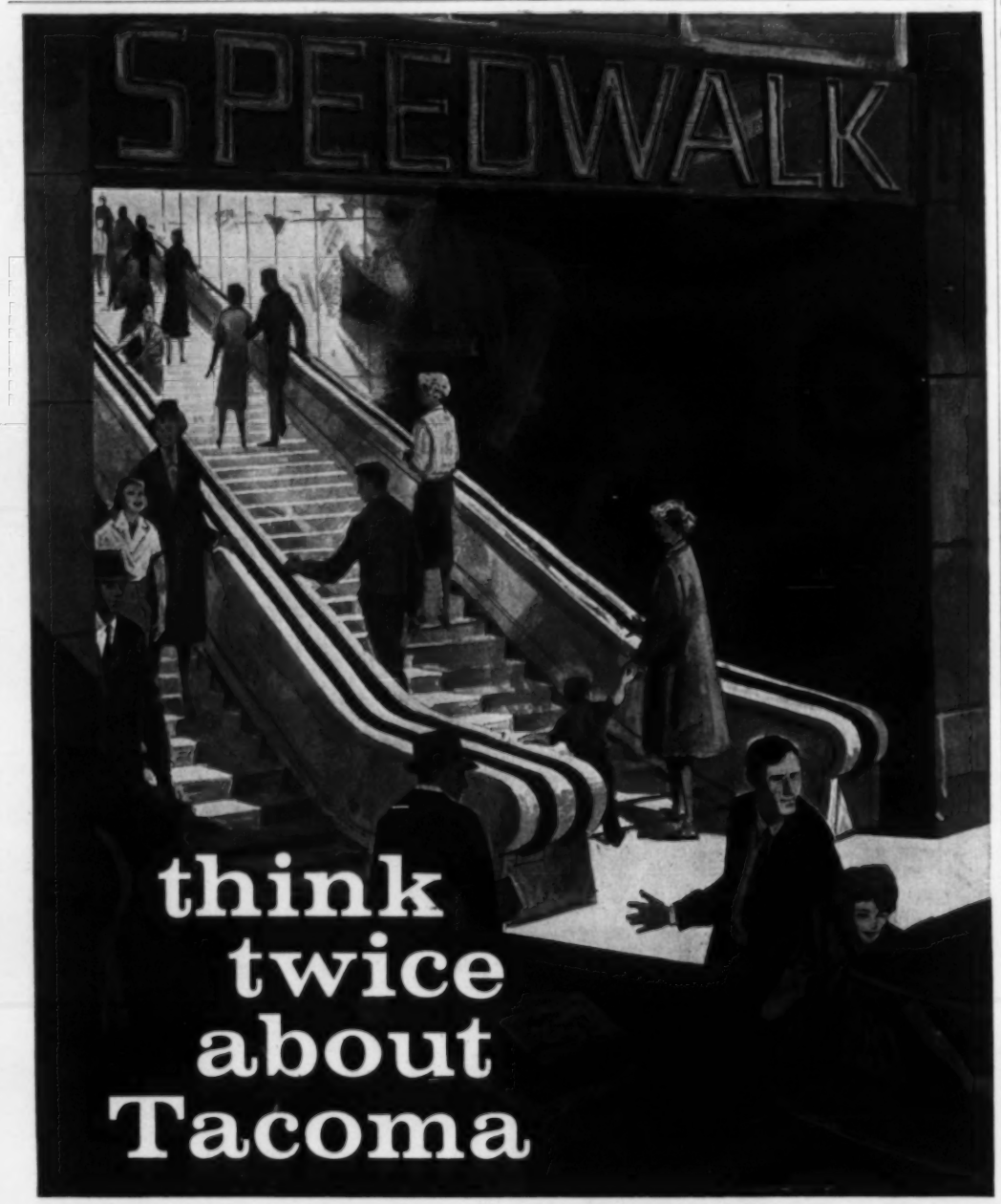
Thomas Herbert, of McCarthy & Herbert Advertising, has been elected president of the Oakland Advertising Club. Other new officers are E. D. Evans, Creative Lithography, 1st vp; Peter Hannaford, Kennedy-Hannaford, 2nd vp, and Ray Martin, Albert Brown Mortuary, treasurer. Merle Brothers was reelected executive secretary.

Steinmetz to Woolworth

T. F. Steinmetz Jr., formerly with Sears, Roebuck & Co., has joined F. W. Woolworth Co. to supervise the company's newspaper advertising. He succeeds R. S. Scott, who has retired.

Niswander Joins Myrbeck

Wallace L. Niswander, formerly with Modern Media, a Huntsville, Ala., agency, has joined S. Gunnar Myrbeck & Co., Boston, as junior account executive.



think twice about Tacoma

where things are happening to keep business good . . . *and make it better!*

Something brand new in shopping convenience will soon be under construction in downtown Tacoma—*Speedwalk*, a covered outdoor escalator to carry pedestrians up and down midtown hills. It'll be another boon to retail sales—which even now are running well over $350 million per year.

So, when you're planning a promotion—*think twice about Tacoma*. First, as a *separate* metropolitan area, vital to the total economy of the Puget Sound Circle. Second, as a market which can *not* be covered by any outside newspapers. Proof? *Ask the man from Sawyer-Ferguson-Walker Company.*

The TACOMA NEWS TRIBUNE now delivering more than 85,000 daily

3,400,000 men and women hold in their hands the future of your business!

1,700,000 couples will decide in 1960 whether they want to do business with you, or not. They are getting married—are forming their brand preferences for years to come. These important young couples will spend $9 billion in 1960 for what they eat and use—will grow steadily in numbers to become the biggest market for your products—the American Family. Dozens of manufacturers of packaged foods, household and personal products are using the low-cost BRIDAL-PAX program of Controlled Product Sampling to capture this basic market—are making sales gains up to 242%, assuring big profits for years to come.

Find out what BRIDAL-PAX can do for you, too. Call IVanhoe 5-0660, or drop us a note.

BRIDAL-PAX, INC.

Controlled Product Sampling

25 Hempstead Gardens Drive • West Hempstead, N. Y.

Looking for better shelf position at National Food Stores?

H. V. McNAMARA
President
National Tea Company, Chicago, Illinois
910 stores. $829,518,276 annual volume.

Let Mr. H. V. McNamara, President of National Tea Company, give you just one example of what happens in food stores from coast to coast when products are advertised in THIS WEEK Magazine—the biggest thing in print:

"WE HAVE found that products advertised in THIS WEEK have excellent consumer acceptance and our customers look first for THIS WEEK-advertised products every week on our shelves. We know, from actual experience, the impact of advertising in THIS WEEK Magazine as it is reflected in the movement of merchandise every week in our stores."

H. V. McNamara

H. V. MC NAMARA

To move goods fastest...

Buy The Big One

CIRCULATION MORE THAN

13,000,000

Maclean-Hunter Buys Control of Rolph-Clark-Stone

TORONTO, June 1—Maclean-Hunter Publishing Co., in a $4,000,000 deal, is acquiring control of Rolph-Clark-Stone, one of Canada's oldest and largest graphic arts companies.

Floyd S. Chalmers, president of Maclean-Hunter, said: "It is not our intention to merge Rolph-Clark-Stone with Maclean-Hunter. It will continue as a completely separate enterprise and not become a division or unit of Maclean-Hunter. Maclean-Hunter will be represented on the board of Rolph-Clark-Stone. The company will continue as a going concern."

▪ He said Maclean-Hunter was acquiring the company as an investment in order to diversify the basis of earnings.

Business turnover for the two companies totals about $40,000,000 a year.

Rolph-Clark-Stone, with plants in Toronto, Montreal and the Maritimes, employs more than 1,300 persons. It owns Automatic Paper Box Co. and controls Miller Lithographing Co. #

Sperry Rand Files Trademark Suit Against Sunbeam

Sperry Rand Corp., New York, has again filed suit in U.S. district court, Chicago, against Sunbeam Corp., in an effort to keep Sunbeam from using the Rollmaster trademark. Sperry Rand charges that Sunbeam's use of Rollmaster is likely to cause confusion or mistake with Sperry's Rollectric trademark and is in violation of the trademark statutes.

A suit filed by Sperry Rand in 1958 in the same court was later dismissed with an agreement reserving Sperry's right to challenge Sunbeam's action to register and use the Rollmaster trademark. Sperry Rand now seeks final determination of trademark rights, the suit said. Sperry Rand has had a patent on the Rollectric name since 1956, according to the complaint.

'Deputy Dawg' Cartoon Offered by CBS Films

CBS Films, New York, has put into syndication a new cartoon series, "Deputy Dawg." The series has been offered to stations as 26 half-hour shows or as a library of 104 cartoons; exhibition can start Oct. 1.

Merchandising plans for the cartoon have already been launched. Murray Benson, director of licensing for CBS Films, reported that contracts have been made covering licensing the publication of coloring and story books by Grosset & Dunlap; comic books by Dell Publishing Co.; jigsaw puzzles by Jaymar Specialty Co.; coloring sets and board games by Transogram, and Halloween costumes by Ben Cooper.

Kennametal Appoints Two

Jack W. Vogel, with the advertising department of Westinghouse Electric Corp. for more than 15 years, has been appointed media advertising manager of Kennametal Inc., Latrobe, Pa. Stanley J. Repko, who has been with Kennametal for 19 years, has been promoted to manager of exhibits and direct mail promotion.

Kansas Broadcasters Elect

Thad M. Sandstrom, general manager of WIBW, Topeka, has been elected president of the Kansas Assn. of Radio Broadcasters. Other new officers of the group include Fred Conger, general manager, KWBW, Hutchinson, vp, and Max Falkenstien, general manager of WREN, Topeka, secretary-treasurer.

SPECTACULAR? SURE. BUT SO WHAT?

The spectacular is meaningful for a short time only. How is a busy executive to find time and talent to keep interest—and effectiveness—on a high level? His job is to establish objectives and enlist help in reaching those goals. That's why so many major businesses get the professional help of the Jam Handy Organization. For more than thirty years we've helped them put their ideas across with efficiency and gathered group communications and training know-how that will help YOU.

The JAM HANDY Organization

GROUP PRESENTATION OF IDEAS

MOTION PICTURES • DRAMATIZATIONS • PRESENTATIONS • VISUALIZATIONS • SLIDEFILMS • TRAINING ASSISTANCE

CALL NEW YORK, JUdson 2-4060 HOLLYWOOD, Hollywood 3-2321 DETROIT, TRinity 5-2450 DAYTON, ENterprise 6286 PITTSBURGH, ZEnith 0143 CHICAGO, STate 2-6757

Van Volkenburg Joins Other Ex-Broadcast Notables at McCann

NEW YORK, June 2—What happens to network bosses when they leave broadcasting?

The most logical place to look for them these days is at the top of McCann-Erickson's corporate chart. If you search through the management list of the various McCann subsidiaries and divisions, you'll find four former top network executives.

Latest ex-network chief to join the McCann team is Jack L. Van Volkenburg, onetime president of CBS Television, who has been named president of M-E Productions. He also will be a board member of the McCann-Erickson Advertising (U. S. A.) division.

J. L. Van Volkenburg

Mr. Van Volkenburg's term as head of the CBS-TV network lasted from 1951 to 1956. He was a consultant and a member of the CBS board for some time after leaving the network. He came out of semi-retirement in the summer of 1958 to become president of Pacific Ocean Park, which was then co-owned by CBS. He held this post until the park was sold late in 1959.

▪ Most of Mr. Van Volkenburg's working years have been spent in the CBS family, but he began his career in 1928 with an agency—the Chicago office of Batten, Barton, Durstine & Osborn.

Mr. Van Volkenburg's appointment as president of M-E Productions, which is in effect the tv and radio program department for the various McCann divisions, was announced by C. Terence Clyne, who moves up to the post of chairman of M-E Productions.

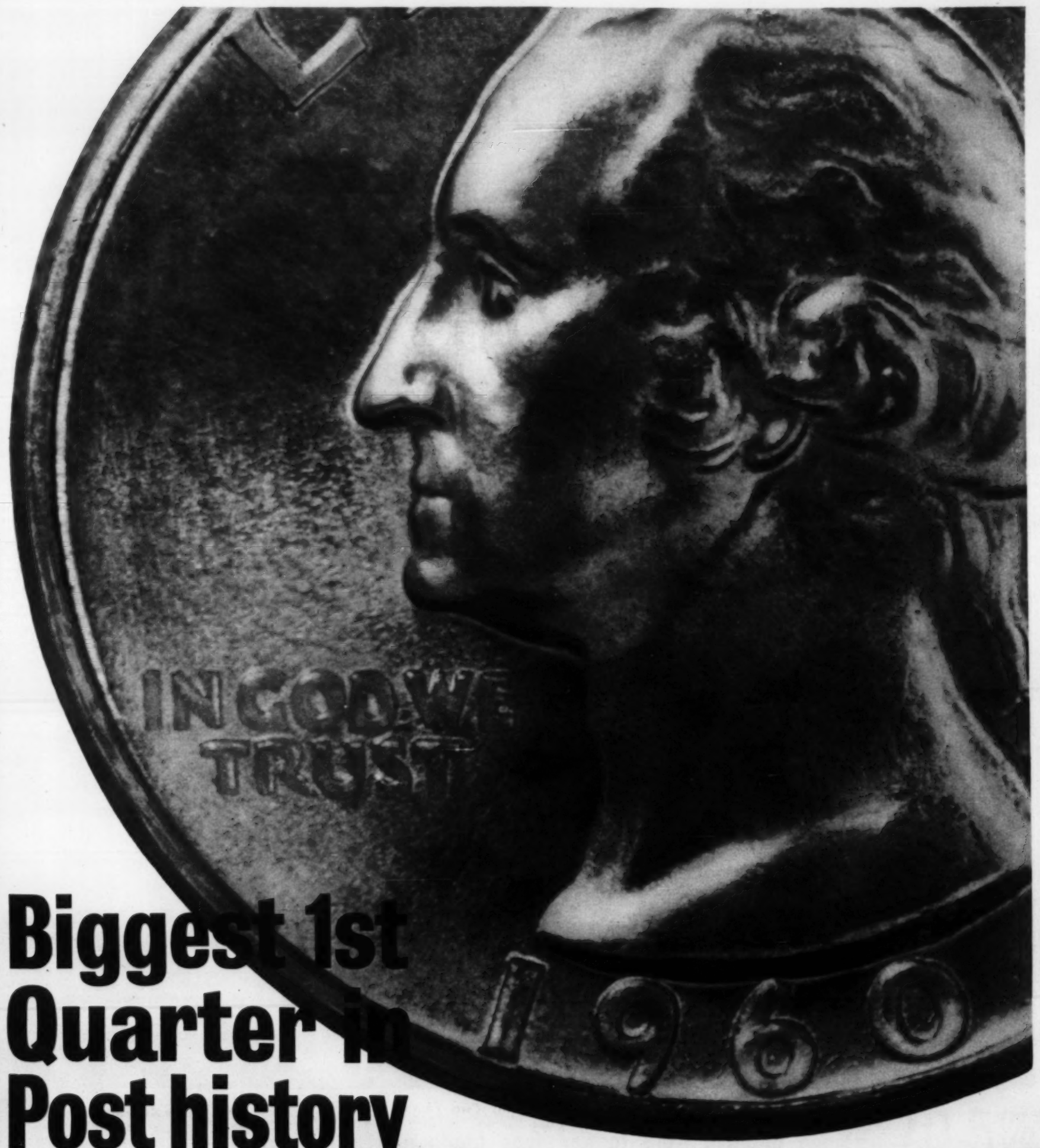
In his new job Mr. Van Volkenburg joins three former NBC toppers. Frank K. White, now vice-chairman of the McCann-Erickson parent company, formerly headed National Broadcasting Co. and Mutual Broadcasting System. Sylvester L. (Pat) Weaver Jr., who formerly occupied the No. 1 spot at NBC, heads McCann-Erickson Corp. (International). And Matthew J. (Joe) Culligan left as head of NBC Radio early this year to become head of McCann's new advance projects division. Another leading NBC alumnus at McCann is Thomas A. McAvity, former network program vp, and now senior vp of M-E Productions. #

Conover-Mast Names Three

Conover-Mast Publications, New York, has named three sales representatives for *Business/Commercial Aviation* and *Space/Aeronautics*. Douglas Horst, formerly with Hitchcock Publications, has joined the company in Detroit as midwestern representative. George J. Mehl, who formerly represented the two publications in the Cleveland area, has joined the Boston office as regional manager. Richard Rodman, formerly with Rogers Publishing, has been named midwestern representative for the Chicago area.

Advertising Associates Adds 3

Advertising Associates of Philadelphia has been named to handle advertising for three new accounts. They are Atlas Trailer Mfg. Corp., Jersey City; George K. Garrett Co., Philadelphia, maker of Diamond G products, washers and fasteners, and Cordomatic, maker of electric cord control reels.



Biggest 1st Quarter in Post history

Magazines are booming! Circulation is up. Ad pages are up. Revenue is up. And the biggest excitement of all is at The Saturday Evening Post! ■ In the first quarter of 1960, the Post burst out with $23,250,503 in advertising revenue – the biggest first quarter in Post history. (That's a hefty $3,641,760 gain over the same period last year.) And coming up: the biggest first half *ever!* ■ There's more good news from Post headquarters. So far this year, 216 new advertisers have joined forces with the Post. ■ What's behind this great, growing surge? Post editorial vitality and Post selling power.* Ad Page Exposure, the new study of media effectiveness, *proves* your ad page in The Saturday Evening Post makes more sales calls on better prospects. That's why an ad in the Post really moves merchandise!

*Ask Sylvania Electric Products. One Sylvania ad . . . in one issue of The Saturday Evening Post . . . sold over one million dollars' worth of merchandise!

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST—THE HI-FREQUENCY WEEKLY!

A CURTIS MAGAZINE

The Saturday Evening POST

THE INFLUENTIALS' MAGAZINE

Validity of 'Times' Slogan Is 'Matter of Opinion,' Patman Told

WASHINGTON, May 31—The Federal Trade Commission has notified Rep. Wright Patman (D., Tex.) that it finds no basis for filing false advertising charges against the *New York Times* for using the slogan "All the news that's fit to print."

In a letter to the congressman, FTC Chairman Earl Kintner said the commission believes slogans of this type "are matters of personal opinion and taste.

"We do not believe there are any apparent objective standards by which to measure whether 'news' is or is not 'fit to print'," he reported. "Lacking such standards, we believe that such a slogan is not a misrepresentation of a material fact capable of deceiving the public."

FTC's letter was in response to a request by the congressman that it consider a false advertising charge against the *Times*. Rep. Patman had contended that he could provide proof that the *Times* does not print "All the news that's fit to print" (AA, May 16).

■ The commission's reply stressed that courts have consistently required that an order against advertising involve a factual deception.

"In exercising our responsibilities," FTC wrote, "we have attempted to avoid imposing any restraints upon the expression of personal opinions or matters which would involve questions of taste or personal preference.

"Where the commission has issued orders enjoining claims or representations which do not involve misrepresentations of a material fact having the capacity to deceive the public, the courts have refused to affirm and enforce such orders."

In the Kidder Oil case, it noted, the word "perfect," implying "amazing" results, was held not to contain false or deceptive representations. In the Carlay case the word "easy" was permitted in ads describing a diet plan. "Beautify the smile" in ads for Ipana toothpaste were cleared in the Bristol-Myers case as unlikely to deceive anyone.

■ FTC noted the *Times* had used the same slogan since 1896, when it was adopted by Adolph Simon Ochs "as an expression of the newspaper's editorial policy." FTC pointed out similar slogans have been adopted by other news periodicals. It cited "The world's foremost business newspaper," used by the *Journal of Commerce;* "An independent newspaper," by the *Washington Post*, and "The magazine of news significance" by *Newsweek*. It also mentioned "The most powerful force in the drug field," the slogan of a publication owned by National Assn. of Retail Druggists.

■ Rep. Patman caustically told the House that this was undoubtedly "the shortest FTC investigation in history." Referring sarcastically to Chairman Kintner's out-of-town speaking schedules, he said the FTC chairman showed great courtesy in having the commission make a finding on this difficult matter "in one of his very first trips through Washington."

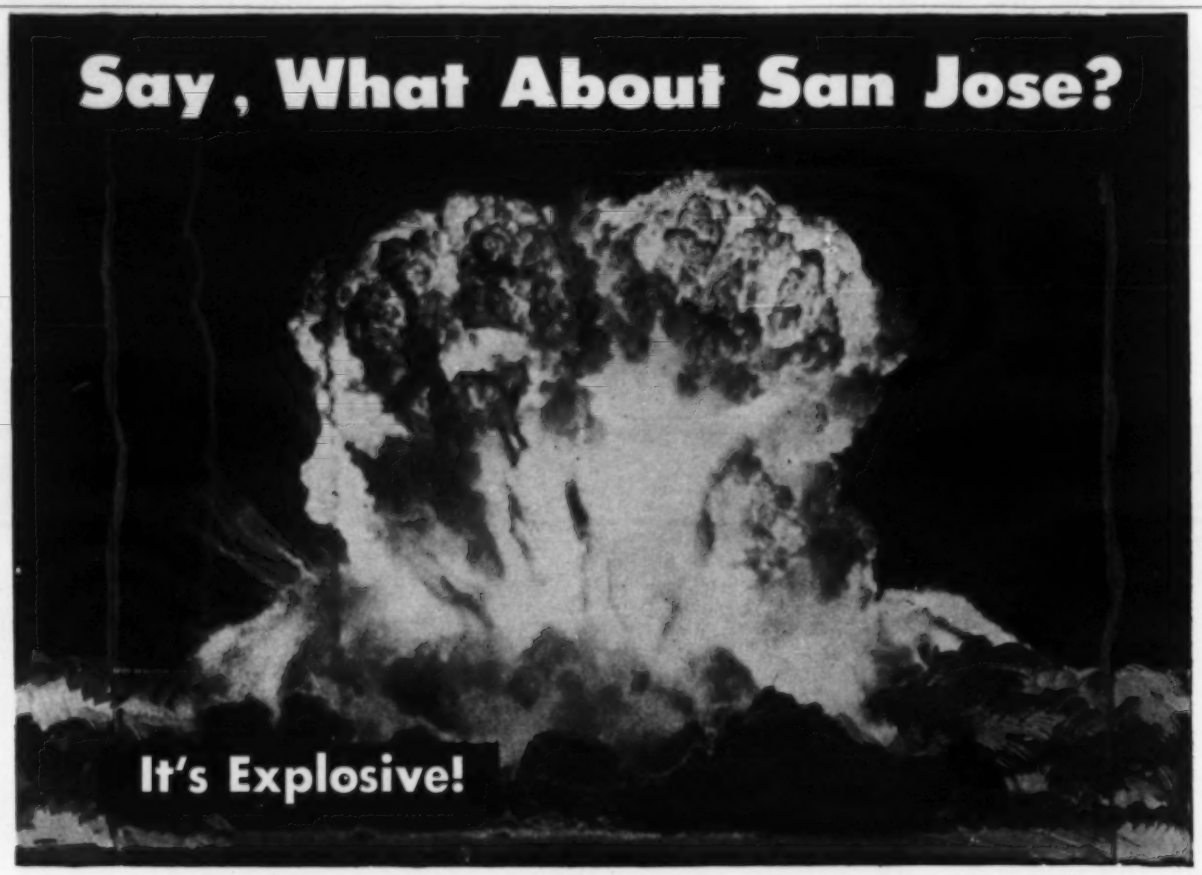
"Those who saw Mr. Kintner on 'Person to Person,' the Carter's Little Pill program (AA, May 30), would, I think, fairly get the impression that Mr. Kintner has set the FTC on a mighty crusade to purge American advertising of every taint of falsity and deception," the congressman commented.

Noting that the Carter case had been before FTC for 16 years, he said, "We can find a happy example of government-business cooperation, I think, in the fact that Carter has purged itself of its objectionable advertising and is now advertising Mr. Kintner and vice versa."

■ "On the Kintner program last Friday [May 20], the only virtue claimed for Carter's Little Pills is that they will 'break the laxative habit,' Rep. Patman told the House.

"No claim was made that they will, in the words of the commission's order, 'restore regularity.' This new claim, we might suppose, is only a matter of personal opinion and taste." #

SUMMER POSTER—*C. Schmidt & Sons, Philadelphia, will use this poster in its summer outdoor campaign on the East Coast from Maine to Maryland to promote Schmidt's beer. Ted Bates & Co., New York, is the agency.*



Above **$5000,** Family Size Averages **3.74!**
Nearly **11,000** New Families Arrive **Annually!**

Of These Newcomers:

Four of Five **"Buy Homes"** Within Five Years!
Five of Eight Are in **"Big Buy" 21-40** Age Group!
Two of **10** Add **Second** Car Within **Two** Years!

That's Why: Mercury and News Consumer Analysis

San Jose Spells Sales

Are You Getting Your Share? You Will If You Remember—

You **Cover** *San Jose* **Only** *With*

Mercury and News

Member of Metro Sunday Comic Network and Parade — Represented Nationally by Ridder-Johns, Inc.

Up-and-Coming Billion Dollar Market!

Jim Beam Expands Outdoor; Starts Spey Royal Campaign

James B. Beam Distilling Co., Chicago, has expanded outdoor advertising for Jim Beam by 80% for the spring and summer months, and has scheduled the largest point of sale merchandising display program in the company's history. The outdoor program will be expanded in Texas, Oklahoma, Wisconsin, Tennessee, Minnesota, California, Illinois, Oregon, Indiana and Washington. Outdoor spectaculars have been put in operation in Chicago and Kansas City, and a third is scheduled for Denver. Edward H. Weiss & Co., Chicago, is the agency.

Beam has also scheduled an initial print campaign for Gilbey's Spey Royal scotch, which it imports. *Cue, Esquire, Holiday, Sports Illustrated* and *Time* will each carry six ads between July and December. Newspaper ads and point of sale material also will be used. North Advertising, Chicago, handles the account.

Holley Associates Names 3

Arthur Schwartz, formerly director of advertising and sales promotion of Columbia Records, has been named vp of Holley Associates, Merchantville, N.J., manufacturer of point of purchase displays. Don Reckeweg, art director at Holley, and John Tonkinson, general manager, have been promoted to vps.

CBS Radio Names Schlosser

Len Schlosser, previously director of public affairs of WBBM, Chicago, has joined CBS Radio, New York, where he will assist Allen Ludden, director of program services, in development of programs and program services for the seven CBS-owned radio stations.

Total metropolitan household coverage of both evening papers: 70.5%

Any other combination comes to no more than 58.1%

Only with both Detroit evening papers do you get 70.5% of the metropolitan-area families—and at the lowest combination rate! Even more impressive: 234,333 families in the metropolitan area read the TIMES exclusively (130,889 more than Detroit's morning paper*). And 83% of the metropolitan-area families who read the TIMES get home delivery! Clearly enough, selling potential customers through the TIMES is a habit worth cultivating.

KEEP YOUR EYE ON THE TIMES **Detroit Times**

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

*Detroit News 5th Quinquennial Survey

Entering Growing Foreign Markets Vital for Marketing Growth, IAA Told

(Continued from Page 1)

half a dozen panel sessions and ten round-table workshops on different aspects of international advertising. They also toured some 50 exhibits crammed cheek-to-cheek in an adjoining area.

■ The address by AMF's Frank White—given at the opening luncheon Wednesday—was particularly well received. Mr. White predicted that a new type of company organization would be developed to meet the demands of worldwide marketing.

Mr. White said this company-of-the-future will not have an international division, since it will be organized from the top down on an international basis. This company, he said, will operate "on a worldwide basis from one headquarters, without regard for international boundaries. Top management and corporate staff will not only think in global terms, they also will operate globally."

The AMF vp reported that since World War II his company has expanded internationally by manufacturing abroad many products it used to export from the U.S. He also said that corporate staff functions such as planning market research, advertising, public relations, personnel and research and development already operate on a worldwide scope at AMF.

■ Mr. Macdonald, speaking about Burroughs, reported that his company launched its present international marketing and manufacturing program in 1948, and "expansion has been so great that Burroughs presently has five modern plants overseas, which employ some 3,000 people; an additional 4,500 persons are employed in overseas countries to market and service Burroughs products. In turn, about 2,000 manufacturing employes in the U.S. are needed to meet Burroughs' export requirements."

Talking about the foreign market potential, Mr. Macdonald noted that while the U.S. now has 9% of the world population and 50% to 54% of the productive capacity for movable goods and services, the two billion people overseas constitute "an enormous market" with "tremendous aspirations to live as we live."

■ Arthur D. Little's Cyril Herrmann stressed the need for companies to adapt their products to foreign markets. Citing a study done in the New England area, he said "about 75% of our exports tend to be by companies that are not interested in adapting the product for sale abroad."

Mr. Herrmann cited the experience of General Foods in marketing instant coffee abroad. In Britain, GF had to use African coffees instead of Brazilian; it introduced the coffee in cans first, because Nescafe, already sold in Britain, used cans; glass jars were introduced later. The brand name became Maxwell House instant coffee—instead of the U. S. name, Instant Maxwell House coffee.

■ "With practically everybody in Britain drinking tea," Mr. Herrmann continued, "the marketing problem was rather different. The decision was made to use a promotional theme based on a slogan, 'Maxwell House instant coffee—America's favorite coffee.' The reasoning was that the British would accept that Americans know more about coffee than they do—much in the same manner that they accept as superior, French knowledge about wine and perhaps superior Russian knowledge about caviar. The 'America's favorite coffee' theme did, in fact, prove to be highly successful."

In Germany, on the other hand, GF changed the brand name to Maxwell Express Kaffee, because it was felt that the word "house" would have lineage, royalty and family connotation. However, the same marketing theme was used—"America's favorite coffee"—on the ground that the Germans would respect American knowledge of coffee. "The brand has become well established in Germany," Mr. Herrmann said.

■ Mr. Herrmann drew the moral, "There is an advantage to having a relatively new product which has gained market acceptance in the U. S. but which has relatively low penetration in overseas markets. Since Nescafe was already in the European markets entered, the strategy was to adopt a marketing program similar to that used by Nescafe. However, an important differentiation was the emphasis that Maxwell House was able to use, that Nescafe, by its nature, could not use—the theme, "America's favorite coffee." Presumably this strategy would have failed if General Foods had been introducing tea in England and beer in Germany."

■ Citing another example, Mr. Herrmann reported that Borg-Warner markets Norge refrigerators in Italy with a tray large enough to hold wine bottles and that it sells brightly colored refrigerators in Argentina because the Argentines seem to prefer these to the pastel shades popular in the U.S.

Mr. Herrmann predicted that world trade will continue to expand, and he said, "U.S. companies will have no choice but to manufacture the product in the most efficient place in the world that can be found, and it will have no choice but to sell those products in whatever markets in the free world that will return the best profit."

He added that "U.S. marketing methods work abroad," and he believes that Europe will be converted to a real "common market" by the application of these methods.

■ In a more philosophical vein, Sylvester L. (Pat) Weaver, board chairman of McCann-Erickson Corp. (International), told the congress that the world is in the midst of a "fundamental revolution," which he defined as "essentially the drive to improve the lot of the average individual."

Mr. Weaver urged the admen to welcome this revolution. "Our particular interest is in marketing worldwide," he said. "We are therefore essentially in favor of the overthrow by circumstances of older societies where most people live perilously close to starvation—in an atmosphere of fatalism, at best—and where a small group kept the power, whether this was an aristocratic, a clerical, or a communist elite.

"For us as marketers, forgetting our status as human beings, it is good that social upheavals are forcing the introduction of mass manufacturing, ending inequitable and inefficient land tenure systems, replacing land use with more socially oriented plans, breaking the hold of the past represented in most societies by hereditary powers."

■ Arthur C. Nielsen Jr., president of A. C. Nielsen Co., Chicago, told the meeting that the risks of marketing abroad have been reduced considerably in recent years, and he said Nielsen's store audit services abroad have helped to clear the path.

Mr. Nielsen reported that his company now provides research services in Australia, Belgium, Canada, Ireland, France, Netherlands, New Zealand, Sweden, Switzerland, United Kingdom and West Germany and currently is planning to start operating in Italy, Austria and Japan.

He singled out as "one of the most profound changes" in the European market the challenging of companies which previously enjoyed monopoly power. "Strong brands from one country are now invading markets in other countries that hitherto have been the domain of a single manufacturer or group," he said.

■ As an example of this new competition, he cited a Swiss manufacturer with a monopoly brand which suddenly found its domain invaded for the first time. Its sales dropped 12½% in a year and a half. Store audit figures showed, however, that the company lost not merely 12½% of the market, but 26% because the new brands had expanded the total market by 17%, and the leader's share was down to 74%.

As a result, the Swiss company revamped its entire marketing program and increased its advertising; it now has moved up to 78% share of market.

Mr. Nielsen gave other examples from Britain, Germany, Netherlands and Australia to illustrate his point that any management interested in building sales around the world today needs "up-to-date information regarding consumer demand and factors such as advertising, which strongly affect that demand." #

MAN OF THE YEAR—*Shirley F. Woodell (l.), who served as the first president of the International Advertising Assn. in 1938, accepts from Elmo C. Wilson, president of International Research Associates and acting president of the IAA, the association's 1960 award as the "Man of the Year" in international advertising. Mr. Woodell recently left his vp post at J. Walter Thompson Co., New York, to live in Chapel Hill, N.C. He will begin lecturing at the University of North Carolina business school in the fall.*

Latin America Admen Rally to Attack on IAA Cuba Resolution

NEW YORK, June 3—A rhubarb on Cuba spiced the 12th annual congress of the International Advertising Assn.

Latin American delegates erupted with anger at a resolution condemning Cuba's Castro government for "the supression of independent and free newspapers, television and radio stations."

The resolution, which was presented to the meeting by Elmo C. (Bud) Wilson, acting president of the IAA, cited specifically the government's "intervention" in two big Havana dailies, *Diario de la Marina* and *Prensa Libre*, and the biggest radio-tv chain, CMQ-Havana, owned by the Mestre family.

Goar Mestre, president of CMQ, was the first recipient of the IAA's annual "man of the year" award—in 1951—and Mr. Wilson said he thought it was fitting that the resolution should be presented in conjunction with the presentation of the 1960 "man of the year" award to Shirley Woodell, formerly vp of J. Walter Thompson Co.

■ To become official, the resolution must be approved by the IAA's board of directors at its meeting next Thursday.

By that time the wording of the resolution may be changed. It was the wording that seemed to cause the biggest trouble here this week.

The Latin Americans complained bitterly that is was "inaccurate" to say that CMQ or *Diario de la Marina* were officially "intervened" by the Cuban government. They conceded that the Mestre assets have been frozen by the government and that the Mestre's have been forced to leave the country, but they said that the station is still under the direction of the old management people and has not been "officially" taken over by the government.

"Intervention," they pointed out, refers to a specific action by the government in taking over a company. With respect to *Diario de la Marina*, they argued that the paper has been taken over by the employes—not by the government.

■ The Latin American delegates argued vociferously that this was not mere quibbling over terms. They pointed out that the Castro government would be quick to take advantage of a situation where it has been condemned in statements that contain inaccuracies.

Leading the attack on the IAA resolution were Luis Dillon, president of Dillon-Cousins, Mexico City, and Luis Soria, president of the Havana agency, Soria, Ruiz & Co.

Mr. Dillon charged flatly that the IAA was "talking through its hat." Mr. Soria warned that a resolution of this kind would make it exceeding rough on all Cuban admen in attendance here.

Joseph Novas, head of the Caracas agency bearing his name and a member of the IAA board of directors, described the resolution as a faux pas.

■ On one point the Latin Americans achieved immediate success. It had been announced previously that proceedings of the convention were to be beamed to Latin America over WRUL, New York shortwave radio station.

After Mr. Soria and others pointed out that this would possibly provoke immediate retaliations against Cuban advertising men, the IAA leadership killed the broadcast.

■ Goar Mestre himself was reported to be on his way from Caracas to attend the convention—but he never showed, and friends said that in light of the circumstances he would probably avoid any public appearance here.

12 4A's Councils Set Truth-Taste Programs: Gamble

Tells of Booklet on Local Plan; Says Appeals Board Being Pondered

LOS ANGELES, June 1—At least 12 of the 20 councils of the American Assn. of Advertising Agencies have made a start in organizing their sectors of the advertising industry in a "truth and taste" program, Frederic R. Gamble, president of the group, said at a press conference here yesterday.

Mr. Gamble said the program will supplement and give stronger support to the better business bureaus in their work. The BBBs are a potent force in working for "truth," but "taste" is a matter where the Four A's can be of great aid, he asserted.

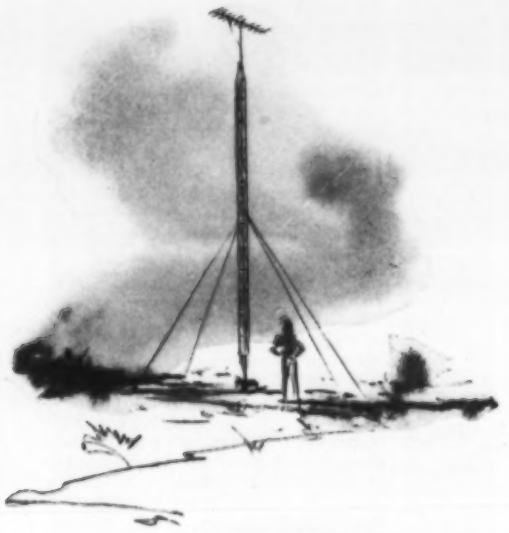
■ The Four A's program calls for the joint effort of local councils, the local BBB, and local adclubs. In this, the BBB would continue to be the contact with media. The backing of the council and adclubs will give the BBB an even stronger position, in Mr. Gamble's opinion. The Four A's can help through the processing of complaints in matters of taste, in the same manner its interchange functions nationally, he said.

Mr. Gamble reported that all participants in the Cleveland plan are enthusiastic, but wonders if there will not be legal questions resulting from its operation.

He revealed that the Four A's is publishing a new booklet, "A Local Plan for Truth & Taste in Advertising." The program for truth and taste in national advertising is being set up. However, Mr. Gamble said this leaves the local area "wide open" except for BBB work. This gap must be plugged because local advertising influences all advertising.

■ Reviewing national activity, Mr. Gamble reported consideration is now being given to an advertising board of appeal for cases where an advertiser does not agree that his advertising is objectionable. Several alternatives are being considered as to the composition of the board.

Mr. Gamble will speak to a closed meeting of the Southern California council tomorrow about the program. The local council has begun on the program, having held an organization meeting last week with representatives of the BBB and Advertising Club of Los Angeles. #



Most antennas are designed for average performance over a relatively broad range of signal frequencies.

The yagi antenna incorporates precisely engineered elements designed for peak reception in a narrow frequency range. It is primarily used in areas where maximum performance is required.

Like the tuned elements of the yagi, Electronic News is specially designed to gather and print only pertinent technical and business news. Engineers and executives appreciate its peak performance.

yagi

yagi

yagi

Pfizer Ad Copy Planted in Welch Talk, Probe Told

Introductory Theme for Sigmamycin Inserted in U.S. Official's Text

WASHINGTON, June 2—Senate drug investigators were told today that Chas. Pfizer & Co. was able to write its promotion slogans into a key speech by a Food & Drug Administration official, and that it subsequently paid $12,700 for 581,000 reprints.

The testimony was part of a continuing investigation of Dr. Henry Welch, who was fired as chief of FDA's antibiotics division two weeks ago, after testimony that he made as much as $50,000 a year from outside editorial work in the medical field (AA, May 23).

As the subcommittee, under Sen. Estes Kefauver (D., Tenn.), returned to the Welch case this week, it focused attention on events in advance of an antibiotics seminar in October, 1956, which was sponsored jointly by FDA and Medical Encyclopedia Inc., a publishing concern owned jointly by Dr. Welch and Dr. Felix Marti-Ibanez, owner of M. D. Publications Inc.

The symposium occurred at a time when Pfizer was preparing to introduce Sigmamycin, first of the so-called "synergistic" drug combinations. According to Dr. Gideon Nachumi, who was a copywriter at Pfizer at the time, Dr. Welch's opening remarks to the symposium were reviewed in advance by Pfizer, and they were revised to include promotional material which Pfizer considered useful.

■ The committee got a play-by-play review of the events preceding the symposium. First it received a draft from FDA files of the remarks that Dr. Welch proposed to use at the symposium, and then an amended version, also from FDA files. Then it saw Dr. Nachumi point to the Pfizer promotional phrases in the amended version which had not been included in the original.

According to Dr. Nachumi's account, he had been a member of a "group" working in the summer of 1956 on promotional material that was to be used with the introduction of Sigmamycin. Early in October, he reported, Pfizer executives decided the theme would be "A third era in antibiotics therapy."

While he was in the process of clearing technical papers that were to be presented at the antibiotics symposium, Dr. Nachumi said, he was assigned to revise the speech which Dr. Welch was to present as his opening address. His instructions, he said, were that "it needed jazzing up, to bring out some sales points for Pfizer."

■ Lines which he said he wrote in, and which appeared in the final text were: "It is quite possible that we are now in the third era of antibiotic therapy . . . where combinations of chemotherapeutic agents, particularly synergistic ones, will customarily be used."

Under cross questioning he agreed that Pfizer scientists were enthusiastic about Sigmamycin at the time, and that they felt it really might be "the answer." Sen. Roman Hruska (R., Neb.) suggested that Dr. Welch might have felt the same way. The senator noted that Dr. Welch did not identify Sigmamycin by name. "The same promotional opportunities existed for any other drug firm that wanted to market a synergistic agent," he argued.

Dr. Nachumi commented that Pfizer was satisfied even though the product was not identified by name. He pointed out that the Welch speech provided a "usable quote" from "a respectable authority." He said it was quoted frequently in promotional materials, often decorated with a picture of a sun climbing out of the sea.

■ The committee staff pointed out that Pfizer subsequently bought 581,000 reprints of the Welch speech and editorials on synergistic agents for $12,700 and that an additional $23,183 worth of ads for Sigmamycin were purchased in technical journals edited by Dr. Welch.

Warren Kiefer, a former Pfizer public relations man, said stacks of reprints of Welch speeches and editorials "cluttered the storerooms" and were "a standing joke around Pfizer's offices." #

'Saturday Review' Links Dr. Sackler With Welch Hassle

NEW YORK, June 2—The *Saturday Review* this week introduced the name of Dr. Arthur Sackler in connection with the dismisal of Dr. Henry Welch as director of the Food & Drug Administration's antibiotics division (AA, May 23).

Dr. Sackler is board chairman of William Douglas McAdams Inc., leading ethical drug advertising agency, and the June 4 issue of *SR* tries to link him with MD Publications Inc., the company from which Dr. Welch collected $287,142 from 1953 through 1959.

In another development on the same front, the *Saturday Review* sought this week to place ads in the *New York Herald Tribune* and the *New York Times* reprinting an editorial from the *Louisville Courier-Journal*. The *Courier-Journal* editorial praised *SR* and its science editor, John Lear, for the "informed and objective reporting" that led to the ouster of Dr. Welch.

■ This ad was carried today by the *Herald Tribune*, and also by the *Washington Post & Times Herald*. But it was turned down by the *Times*, which told ADVERTISING AGE: "We believed it was libelous, and we had no opportunity to check the facts."

The *Saturday Review* and its agency, Garmise Advertising, told AA they were amazed that the *Times* would consider as libelous an editorial from such a respected paper as the *Courier-Journal*.

John Lear's article in the June 4 *SR* is entitled, "Public Health at 7½%"—a reference to the 7½% commission Dr. Welch got on all advertising placed in *Antibiotics & Chemotherapy* and *Antibiotic Medicine & Clinical Therapy*, two journals published by MD Publications.

Mr. Lear, whose original articles resulted last year in Dr. Welch giving up the editorship of these journals, now asks the U.S. Senate investigators to find out who put up the money to start MD Publications.

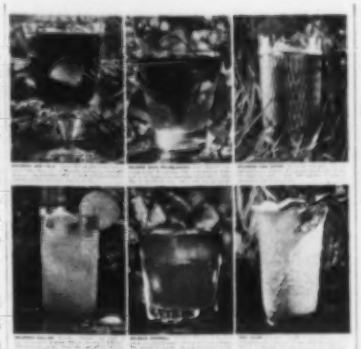
■ Mr. Lear notes that at one point, Dr. Welch told his government superiors that $50,000 was needed to launch the publishing company. He also notes that Dr. Welch tried in vain to find out from Dr. Felix Marti-Ibanez, president of MD Publications, the names of two other persons who owned shares in the company.

"Who are these other two individuals?" Mr. Lear demands. "The reticence of Dr. Ibanez has aroused the curiosity of the Senate investigators, and the hearing record is being closely searched for clues. The correspondence entered in evidence there indicates few repositories of Dr. Ibanez' trust. He refers at one point to 'my friends at McAdams' . . . The McAdams reference appears in 1952, the same year in which Dr. Welch received a fee of $350 from the McAdams Advertising Agency. The guiding genius of McAdams is Dr. Arthur Sackler, who is shown in the Senate hearing record as unsalaried editor of one of the MD Publications: *The Journal of Clinical & Experimental Pathology*."

■ Mr. Lear then goes on to point out that McAdams, as the agency for Chas. Pfizer & Co., created the Sigmamycin antibiotic ad which formed the basis for the first *SR* attack on the ethical drug industry and which resulted in a Federal Trade Commission complaint against Pfizer.

He also notes that "it was Sigmamycin that got the major benefit of Dr. Welch's opening statement in favor of fixed combination of antibiotics at the government-sponsored symposium in 1956." And he notes that Pfizer was the largest spender with MD Publications, paying $65,475 for advertising, $171,752 for reprints and $19,484 for extra pages—on all of which Dr. Welch collected commissions.

Asked for comment by AA, Dr. Sackler said he would have nothing to say. And MD Publications said Dr. Marti-Ibanez would also have no comment to make. #



BOURBON makes the best summer drinks!

THE BOURBON INSTITUTE

SUMMER DRINKS—*The Bourbon Institute, New York, will use this four-color page in the June 27 Life and July 5 Look to show six drinks—including recipe for each—that can be made with bourbon. The New York Daily News and New York Times will be used in May and June in the summer drive. McCann-Erickson, New York, is the agency.*

B. L. Ray Retires After 40 Years with Esso Standard

B. L. Ray, vp and board member of Esso Standard Oil Co., New York, has retired after 40 years with the company. Prior to his promotion to his present post, Mr. Ray was general manager of marketing for Esso.

B. L. Ray

He also has served for several years on the marketing committee of the National Assn. of Manufacturers.

Agency Changes Name

Harris & Montague, Salt Lake City agency, has changed its name to Harris & Love. Richmond T. Harris is founder and president and Robert G. Love has been vp since 1956.

Coca-Cola Return to Net TV Tops Network Sales News; King-Size Coke Bows in N. Y.

NEW YORK, June 2—Coca-Cola Co. once again will carry a regular network tv show next season as co-sponsor of the "Adventures of Ozzie & Harriet," which will be shown for the ninth consecutive season on ABC. Coke, which has been using specials for its network tv message, last sponsored a regular show in February, 1957, when it was on the "Eddie Fisher Show."

Eastman Kodak, which has been a sponsor of the half-hour situation comedy since 1956, already had signed for half of the Wednesday 8:30 p.m., EDT, "Ozzie & Harriet." McCann-Erickson placed the order for Coca-Cola; Kodak was represented by J. Walter Thompson Co.

■ At CBS-TV, Procter & Gamble will sponsor the 90-minute "Miss Universe—1960" pageant, to be broadcast from convention hall, Miami Beach, July 9 at 10:30 p.m., EDT. Arthur Godfrey will host this first national tv coverage of the international event. The P&G order was placed by Grey Advertising Agency.

■ New orders at NBC include one by Warner-Lambert Pharmaceutical Co. for half sponsorship of "This Is Your Life" next season, when the show is moved from its current Wednesday 10 p.m., EDT, time slot to Sunday at 10:30. Alberto-Culver, which originally signed to carry the Ralph Edwards series when it first was scheduled for Thursdays at 10:30, has decided to hold on to the time period as full sponsor of "Lawless Years." This means that half of "This Is Your Life" is still available. The Warner-Lambert order was placed through Lambert & Feasley; the agency for Alberto-Culver is Wade Advertising.

The duplicating products division of Minnesota Mining & Mfg. Co. and Midas Inc. will sponsor the hour telecast of the National Open golf championship on NBC June 18, at 9:30 p.m. Minnesota Mining's order, for Thermo-Fax copying products, was made by Erwin Wasey, Ruthrauff & Ryan, while the Midas buy was made through Edward H. Weiss & Co. #

Nellson Sets World Yellow Pages Service

ROCHESTER, N. Y., June 3—Nellson Inc., an agency that specializes in telephone directory ads, this week announced a worldwide Yellow Pages service that enables clients to contract for space under a single billing arrangement in directories in the U. S., Canada and abroad.

According to R. A. Nellson, president, the service includes directories of both Bell System and independent telephone companies, plus the international telephone directory, published in Paris and servicing 108 countries overseas. #

Seeman Moves White Rose Products from A&C to Lefton

Seeman Bros., New York, has moved advertising for its White Rose tea and all other Seeman products to Al Paul Lefton Co. from Anderson & Cairns, effective July 1. The account reportedly bills about $400,000, with White Rose tea accounting for about 80-90% of the account. Seeman also puts out canned vegetables, fruits and tuna fish under the White Rose name.

Lefton does not get the Seabrook Farms line, which has been acquired by Seeman.

WTAR Promotes Prince

Jack B. Prince, formerly local sales manager of WTAR, Norfolk, Va., has been elevated to the post of director of the station.

NEW YORK, June 2—A 12-oz. Coca-Cola bottle will be introduced into this area June 27 by Coca-Cola Bottling Co. of New York, supported by well over $500,000 worth of introductory advertising.

Six 12-oz. bottles of Coca-Cola will sell for 55¢, which is 6¢ more than a six-pack of Pepsi-Cola, considered the leading 12-oz. bottled soft drink in the metropolitan area.

King-size Coca-Cola has been on sale throughout most of the country (920 out of 1,130 bottlers sell it) but this is the most significant marketing development for the local bottler since 1956, when a family-size Coke was introduced here as a companion to the long-familiar six-ounce bottle. The company says its family-size bottle is now the No. 1 selling large size in the New York area (434 bottlers sell the 26-oz. size, with New York the No. 1 market).

■ Initial advertising will be at "The heaviest rate in the history of soft drink promotion," with more than $100,000 being spent weekly for what is expected to be at least a two-month period. The program will be spearheaded by newspapers. On television the campaign will break on Pat Boone's teen talent show, "Coke Time," over WABC-TV June 27. Spot radio is also scheduled. McCann-Marschalk Co. is the agency.

The introductory area ranges from Trenton, N. J., to Poughkeepsie, the Catskills section and over into Fairfield County, Conn.

Decision to introduce the king-size bottle here followed extensive research, testing and sampling, according to Stuart D. Watson, chairman of the board of McCann-Marschalk. Advertising and marketing will be "entirely different" from the 1956 program used for the family-size introduction, he added, but there were no further details available. #

WEOL Loses Triple Damage Suit Against the 'Lorain Journal'

CLEVELAND, June 1—The Elyria-Lorain Broadcasting Co., operator of WEOL, has lost its $984,000 damage suit against the *Lorain Journal* in U. S. district court here.

Judge James C. Connell said, "I find no evidence of any loss of any kind caused by the defendant. The radio station failed to prove damages. It failed to prove proximate cause, and I cannot assume damages from the mere fact of a violation."

■ The suit, filed nearly 10 years ago, asked for triple damages for alleged loss of revenue by WEOL, which the plaintiff contended was caused by the *Journal's* advertising policy from the time the station began operation in October, 1948, until Jan. 5, 1951.

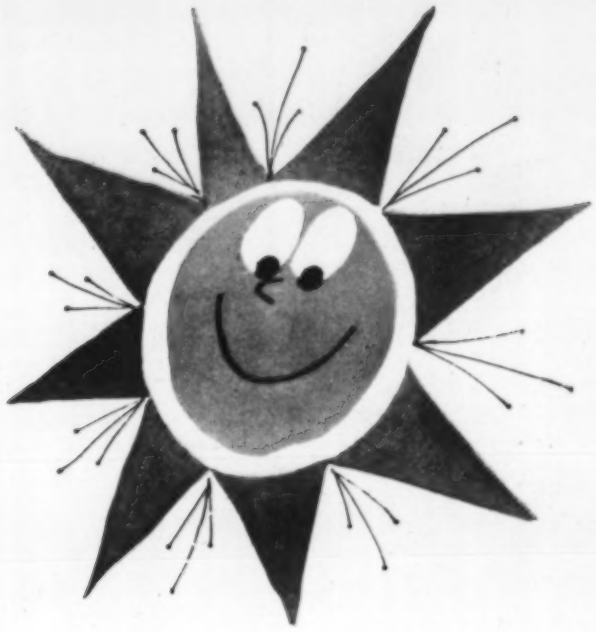
The *Journal's* policy (AA, Dec. 17, 1952), found in violation of the Sherman Anti-Trust Act, was to require advertisers to use either WEOL or the *Journal* exclusively.

Counsel for the radio station failed in its attempt to prove that the effects of that policy were felt by the station through 1955. #

Kaufman Joins North, N.Y.

Allan Kaufman has joined the New York office of North Advertising as creative director. Recently with the New York office of Doyle Dane Bernbach Inc., Mr. Kaufman also has been copy chief of the Los Angeles office. North also has promoted Elaine Pappas from a media buyer to a media supervisor in Chicago.

leisure is big business in miami



EARNING a living and **ENJOYING** living are but minutes apart in South Florida. Here leisure is not passive . . . it's dynamic! . . . and as big as all outdoors. It's big business all year 'round . . . for fishing tackle, nautical equipment, boats, barbecue grills, swim suits, pools, cameras, suntan lotions.

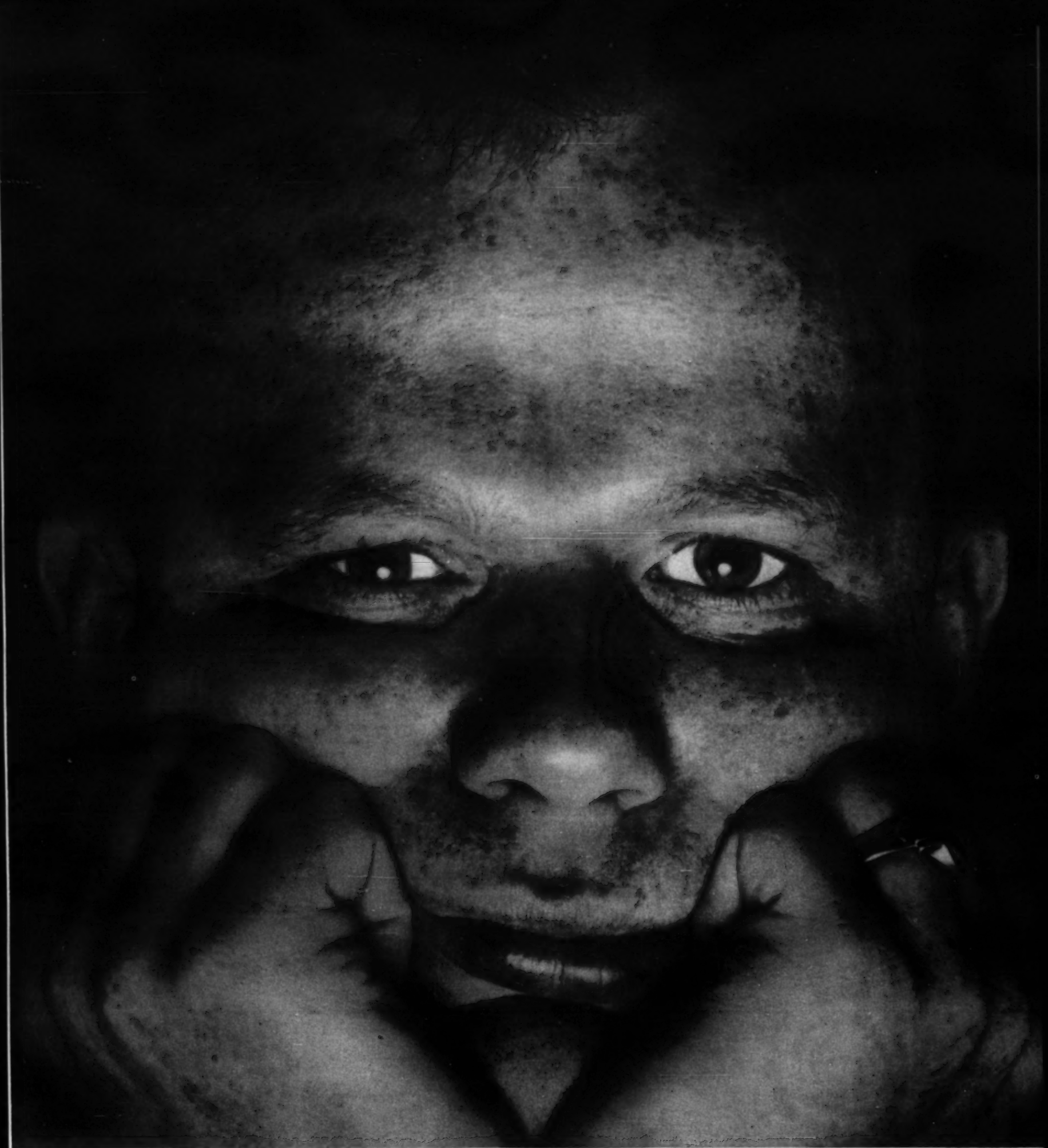
If your products serve leisure, don't forget that populous, expanding South Florida* is a **NEWSPAPER MARKET** . . . and **THE MIAMI HERALD** is the **TOTAL SELLING MEDIUM.**

Advertisers spend $3½ billion in newspapers every year . . . because Americans buy and "shop" 58 million newspapers every day. Newspapers are PREFERRED by both!

America's 12th largest retail market— $2½ billion sales

The Miami Herald

STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES

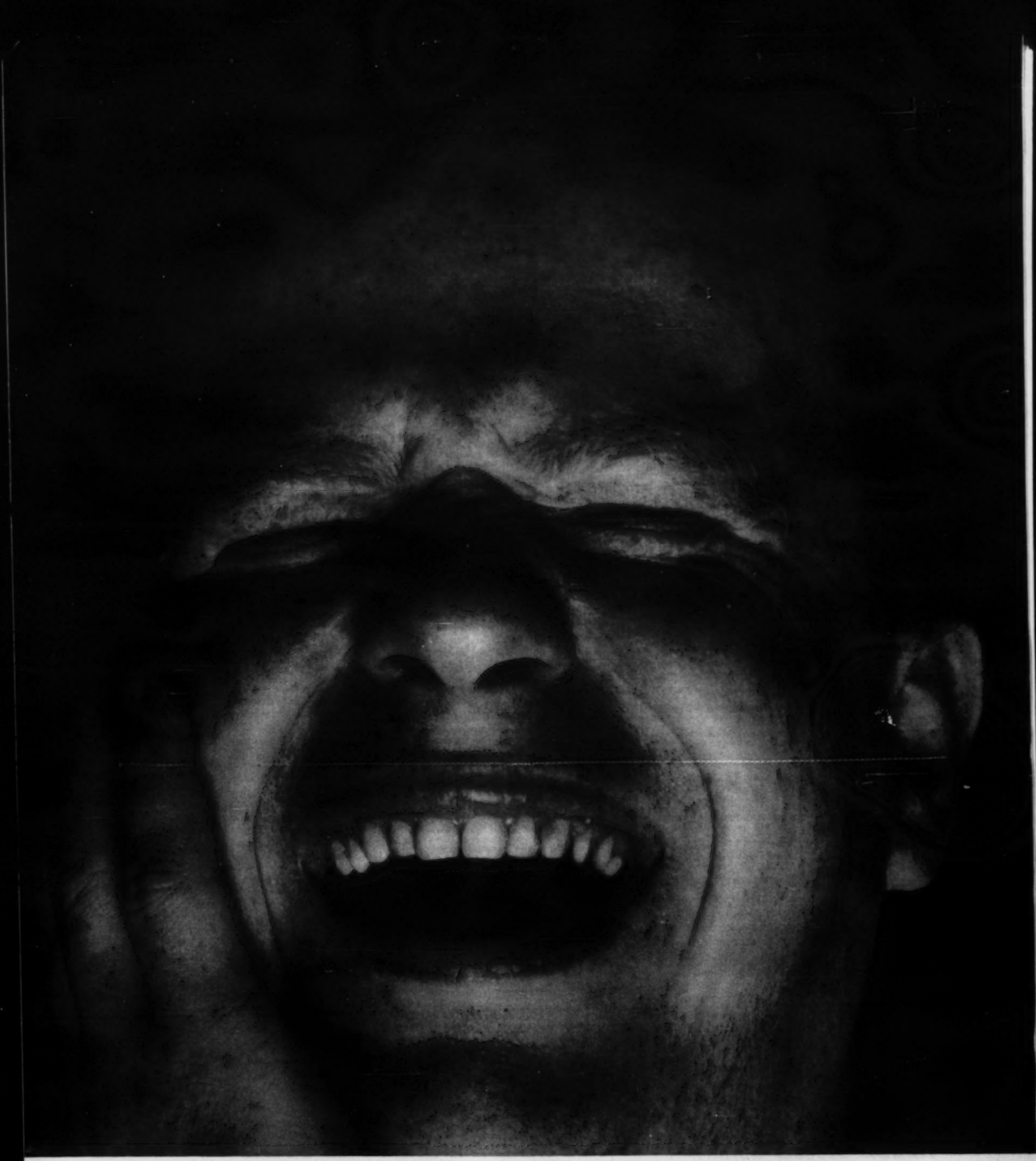


watched most: ABC

THAT'S WHAT NIELSEN FOR THE 2 WEEKS ENDING MAY 15 SHOWS*

	Average Audience Ratings
ABC TELEVISION	18.4
NETWORK Y	17.8
NETWORK Z	14.5

Source: *Nielsen 24 Market TV Report, for the two weeks ending May 15, 1960, all nights, from 8:00 to 10:30 pm. The maximum span of time now optional to all 3 networks.



enjoyed most: ABC

SIMILARLY, THAT'S WHAT THE CURRENT MAY TV Q REPORT SAYS†

ABC TELEVISION	33
NETWORK Y	27
NETWORK Z	25

Source: †TV Q Rating for May seven nights 8-10:30 (program's TV Q score relates what percentage of those who are familiar with the program regard it as one of their favorites.)

The Editorial Viewpoint . . .

Keep Those Rates Firm

We reported last week that N. W. Ayer's vice-president in charge of media had invited station representatives to a luncheon June 1, at which it was suspected he would bring up the question of lowered rates for summer time.

Ayer and BBDO had previously raised the question of lowered rates during the summer, and apparently the representatives of stations are telling their stations to hold firm against demands for lowered summertime rates.

Any buyer has a perfect right to seek lower rates or a change in the existing method of setting rates, of course. And any seller has an equal right to make his own decision about what he wants to charge, and on what basis he wants to set his rates.

We're not so sure that under the existing setup, lowered summer rates would make much sense; but, as we have said, this is a purely business decision to be made by those directly involved. If buyers feel that present rates are inequitable, presumably they will buy reluctantly, if at all; and if sellers feel that lowered rates will make selling easier and enable them to dispose of time that otherwise would be lost, presumably they will meet buyers' demands.

What concerns us here at this moment is not whether there is a special rate for summer, or whether rates are too high or too low. What concerns us is that rate cards in the broadcast field actually be a true mirror of the cost of using station facilities. And there are increasing evidences that they are not.

In the case of radio, it is certainly an open secret that published rate cards do not necessarily indicate the cost of time on many stations; and even in television, where rates are normally much firmer than in radio, there seems to be a considerable amount of bargaining and special dealing going on.

We do not mean to imply that there are no firm rates in the broadcasting field. There are. Nor do we mean to imply that special deals occur only in connection with broadcast media. This is not true. It is true, however, that in general, broadcast rates are less firm and published rate cards are less trustworthy than are those of other major media.

It scarcely seems necessary to point out that the advertising business exists on a structure of single rates, with equality to all buyers under the same conditions, with no haggling, no hidden deals, no secret price concessions. If any important medium allows itself to take a backward step in this direction, the entire advertising structure will suffer serious harm.

Attacking Interstate Barriers

The Federal Trade Commission action against S. Klein Department Store, New York, is the latest attack on the once-accepted premise that advertising does not in itself constitute activity in interstate commerce. As a consequence, the FTC complaint against Klein is of extreme importance to everyone in advertising.

In effect, the FTC action hopes to widen the scope of activity of the FTC to include local advertisers, without having to prove that their sales were made in interstate commerce. The mere fact that local retailers, for example, advertised in publications or on broadcasts which crossed state lines would be presumptive of their operation in interstate commerce.

If the courts uphold the FTC's right to issue complaints against local advertisers as a result of their advertising, an enormous change in the policing of advertising becomes possible, because then the Federal Trade Commission could become the policing agent for practically every business in the United States.

There is scarcely a periodical of any kind used as an advertising medium which does not have some circulation crossing state lines. And it is impossible to conceive of a broadcast station anywhere which does not have reception outside the state in which it is located. Hence, if the FTC wins its test case, practically all advertising will come under FTC jurisdiction.

Annual Models Going?

One of the great developments of American marketing—the obsolescence factor so assiduously promoted by the automobile industry through the introduction of yearly model changes—seems to be under increasing attack. We doubt that it will be abandoned, in the automotive field or elsewhere, but it is interesting to see it being questioned more and more frequently.

Volkswagen, for example (and most other foreign cars) has made a great sales point out of the lack of annual model changes and the consequent absence of planned obsolescence in their cars. And in the domestic field American Motors has used the same argument.

Now American Motors' Kelvinator division has taken up the argument and has dropped annual models from its line. If it works, even reasonably well, a good many other manufacturers may be tempted to follow.

Gladys the beautiful receptionist

—Sandy Woodbridge, Bozell & Jacobs, Omaha.

"Get it right this time, PLEASE! He wants the McKinsey Study of U.S. Mail . . NOT the Kinsey Report on Males."

What They're Saying . . .

A Network View of S. 3171

It seems to us . . . that S. 3171 should be considered for what it really is—not a bill to permit or encourage debates and discussions of the issues by the candidates, but a bill which commandeers from each television broadcaster at least two hours of prime time for eight weeks every four years for the candidates to use as they, their campaign managers and their television advisers see fit . . . It will not encourage that kind of sensible discussion to which television can make such a contribution and which the democratic processes require.

—From a statement on S. 3171, the so-called Presidential Campaign Broadcasting Act, by Frank Stanton, president of Columbia Broadcasting System.

It's Public's Concern

Although the current advertising investigations were initiated by the complaints of competitors, the public was quick to add its voice with a tremendous volume of mail. And these letters have not come from a few cranks but educated, thinking people who constitute the biggest market for most products. They are sensitive people, and they don't appreciate some of the irritating techniques that are employed. They are offended by bad taste. They dislike this type of advertising so much that they are doing everything they can to eliminate it, including urging the enactment of legislation. . . It is not true that the affairs of a business are of no concern to anyone else, provided it stays within the law. The actions of a few can cast doubt and suspicion on all the rest.

—Max Banzhaf, director, advertising, promotion and public relations, Armstrong Cork Co., speaking at the West Coast meeting of the Assn. of National Advertisers, Pebble Beach, Cal.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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EDITORIAL

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Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Lawrence Bernard, Phyllis Johnson, Denis Higgins, Ramona Beehtes**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, Lawrence E. Doherty, Cynthia Eaton**.

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Maleeki, B. Richard Weston**. Chicago: **E. S. Mansfield, Arthur E. Meris, Rod H. Minchin, David J. Bailey, Jack Barnett**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, John W. Heck Jr.** San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Wayne Stoops**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

"U. S. probes 'reasonableness' of agency salaries," the headline says.

All Uncle Sam wants is two cuts at the income dollar instead of one.

•

Libby Jones, a well-known and highly qualified stripteaser, discussed the implications of her art at a New York ad meeting without undertaking to demonstrate it.

•

AA sings the praises of durable Betty Furness, who has worked for Westinghouse through 2,000 commercial performances.

But what her fans would like to know is whether Barbara Britton, the darling of "The $64,000 Question," feels lonesome without contestants to back her up.

•

Keith Butler has left the agency business to become national advertising manager of the *Houston Post*.

Is it possible that to acquire eminence in the newspaper advertising world in Houston your name has to be Butler?

•

The 5¢ package of chewing gum, one of the last enduring landmarks of the value of the lowly nickel, seems to be on the way out.

Sic transit gloria mundi.

•

The old interstate commerce clause of the Constitution, already subjected to countless strains and stresses, is being stretched again by the FTC in its proceedings against the advertising of the S. Klein Department Store in New York.

•

McGraw-Hill tells a good story about the good story Jack Robinson got for *Electrical West* in Hawaii.

Now there's an assignment any editor could really get his teeth into.

•

Time says its Pacific edition is "published in English, the business language of the world."

Maybe if Mr. Khrushchev learned English, we could do business with him.

•

Gib McCabe and Jack Knight played golf in Akron with L. A. McQueen of General Tire and Jim Richards of B. F. Goodrich.

To avoid questions about the score, each publisher should have had a customer as a partner.

•

E. B. Weiss marshals the statistics on the cigaret-lung cancer controversy, and concludes that marketing men should examine statistics more carefully and more intuitively.

If your intuition is working well, maybe you don't need statistics.

•

International Paper is running a fine campaign pointing out that the best read people are also the most affluent.

Either they earn more because they read more, or vice versa.

•

Dow Chemical is looking for a young college graduate "without military obligations" to work on displays and exhibits.

For the winning applicant, this will be a farewell to arms.

COPY CUB.

Only one newspaper, The Washington Post, has a single copy price of ten cents whereas the other Washington newspapers sell for five cents. Yet, The Washington Post has fifty per cent more circulation than any other Washington newspaper.

Year 1959
Media Records
First 50 Report
Total Advertising
7-Day Newspapers

1.	Los Angeles Times	78,690,743
2.	Miami Herald	60,267,704
3.	New York Times	60,056,995
4.	Chicago Tribune	56,237,322
5.	Milwaukee Journal	55,689,107
6.	Clev. Plain Dealer	47,589,274
7.	Washington Post	44,491,452
8.	Washington Star	44,270,559
9.	New Orleans Ti-P.	43,745,555
10.	Cincinnati Enquirer	42,328,964

FIRST IN WASHINGTON
IN CIRCULATION
IN ADVERTISING
IN AWARDS

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker Co.—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd.—London; Senor G. Enriquez Simoni—Mexico City; Allin Associates—Toronto and Montreal; The Hal Winter Co., Florida Hotel and Resorts, Miami Beach; Tom McGill, New England Hotel and Resorts, West Roxbury, Mass.; Lou Robbins, N. Y. and N. J. Hotel and Resorts, 1265 B'way, N. Y.; Grant Webb Co., Financial Adv., N. Y., Chic., San Fran., Los Angeles, Seattle, Boston, Phila.; Puck, The Comic Weekly

Sell the Nation's 3rd Fastest Growing Through One of America's Great

Most Families Own Home

THE DENVER POST

★★ HOME EDITION

The Voice of the Rocky Mountain Empire

Denver, Colo.—Climate Capital of the World

5 Cents, 72 Pages

Vol. 68, No. 222

Record Visitor Year Forecast

Hilton Hotel Drawing Card

A record-breaking tourist and convention year in 1960 was forecast for Colorado Saturday by two tourist industry experts.

Bill Brenneman, tourist promotion director of the Colorado Visitors Bureau, and Lew R. Cobb, director of the state advertising and publicity department, made the prediction.

Barring something unpredictable—a blizzard in August or a cold summer in the corn country — both men foresee an increase in travel to Colorado of perhaps 10 pct. over the 1959 total.

Both say dollar volume could reach $400 million.

Reasons for the rosy outlook are myriad, Brenneman and Cobb agreed.

A big new factor, they say, is the newly-opened Denver Hilton Hotel which has drawn to Denver for 1960 for the first time some of the nation's largest conventions. The two experts agreed the new Hilton will add at least $21 million to Denver's convention and tourist business in 1960.

The National Open Golf championship to be held at Cherry Hills will be another factor, Brenneman said. It may draw up to 20,000 extra visitors and galleries should match the 40,000 persons who daily watched the recent Masters Tournament in Georgia.

Cobb said national Boy Scouts of America officials estimate some 45,000 parents and relatives will be drawn to Colorado for visits by the fact 55,000 Boy Scouts will be camping near Colorado Springs this summer in the annual Scout Jamboree.

Noted for Sports

Another factor, both men said, is that Colorado now is in tune with the trend toward greater participation by tourists in such "active" recreation as water skiing and boating and is actively promoting the state's broad expanses of water.

Still another plus factor listed by the experts was the fact that Colorado is hitting the big time sportswise.

"We have big time college football now at both the University of Colorado and the U.S. Air Force Academy," Brenneman said. "Both teams are tourist attractions we didn't have before."

Both men said the type of new accommodations being built in Colorado is appealing to the wealthy who wouldn't think of

Post Wins 3 Awards In Contest

The Denver Post made a clean sweep of the 1960 Newspaper Comics Council Promotion Awards by taking top honors in all three categories of the competition for daily newspapers throughout the United States.

The Post's Kid Comic Carnival was judged "the best continuous selling program for comics."

A two-page, full-color ad featuring Kid Comic Carnival was deemed the "best single comic promotion ad."

Steve Canyon Days, a Gold Rush Centennial event staged in Idaho Springs last summer, was judged "most ingenious promotion for comics."

Plaque Awarded

A plaque commemorating the awards was presented to E. T. McClanahan, Denver Post promotion director, at the National Newspaper Promotion Assn. convention in Phoenix, Ariz.

Second place in the continuous promotion category was shared by the Des Moines, Iowa, Register and Tribune and the Minneapolis (Minn.) Star and Tribune.

The Philadelphia (Pa.) Inquirer received runner-up honors in the ingenious promotion category; Louisville (Ky.) Courier Journal in the single-ad division.

Walter Lister, executive editor of the Philadelphia (Pa.) Bulletin and chairman of Newspaper Comics Council, Inc., called The Post's handling and promotion of comics "one of the most ambitious and imaginative programs undertaken by an American daily."

"The judges were unanimous in giving The Post both top honors and enthusiastic praise,"

HOW NEW FEDERAL BUILDINGS WILL LOOK

This architect's drawing shows the design of the new Denver federal courthouse and office building, approved by the General Services Administration. Both buildings will be faced with precast stone and marble. The office building, to house 11 federal agencies, will be 18 stories tall. The courthouse, with rooms for the U.S. District Court and Tenth Circuit Court of Appeals, will be five stories tall. As shown in the drawing, the courthouse faces southeast, toward Stout St. The buildings and grounds will occupy block bounded by 19th, 20th, Stout, Champa.

18-Story Federal Office Building OKd for Denver

Plans for an 18-story air-conditioned federal office building and 5-story courthouse in downtown Denver were approved Monday by the General Services Administration in Washington.

Rep. Byron Rogers (D) of Denver said he believes money for the project will be included in the federal budget now being prepared.

The project will be built on the block bounded by 19th, 20th, Stout and Champa Sts. Condemnation suits are now under way to acquire portions of the block still privately owned.

Denver GSA officials said no timetable for bids and construction has been set. Completion of final plans and specifications is expected to take six or eight months.

The 18-story building will house approximately a dozen federal agencies, including several now occupying leased space in private downtown office buildings.

It will be connected by a covered walkway to the five-story courthouse, which will contain 10 courtrooms and offices for the U. S. attorney, U. S. marshal and court probation office.

Two basement parking garages will accommodate 200 cars.

The project is expected to resemble the United Nations complex in New York City. The building entrances will face Stout St.

86.8 Pct. Covered in Area Trend

By WILLARD HASELBUSH
Denver Post Business News Editor

A total of 86.8 pct. of all families in the Denver metropolitan area own their own homes—a gain of 10,011 homeowners in the last year.

Exactly 24.7 pct. of all persons living in Greater Denver have been residents less than 10 years, and 10 pct. moved here in the last five years. Greater numbers came here from California, Kansas and Nebraska than any other states.

These are among the facts about Denver's growth and economy disclosed in the 1960 consumer analysis survey of the Denver metropolitan market just completed by The Denver Post.

This detailed research project is undertaken each year by The Post and 20 major metropolitan newspapers in America, using a process of market research developed over more than 30 years.

Denver Post representatives interviewed heads of 3,350 families selected on a cross-section basis from throughout Greater Denver.

Broad Picture

The compilation resulted in a broad statistical picture of family characteristics and consumer buying habits in the Denver area.

Here are highlights of the survey's findings:

Exactly 20.3 pct. of all Denver couples have two children; 16.7 have one child, 12.8 pct. have three children and 6 pct. have four children.

Couples with no children number 30.5 pct. And the survey disclosed that 60.5 pct. of all families have children under 18.

Only 38 pct. of all husbands in the Denver area are over 50 and the housewife age bracket with the most members—29.3 pct. of the total—is 31 to 40.

According to the survey, 16.7 pct. of all Denver area families have an annual income of $10,000 or more and another 26.4 pct. are in the $7,000 to $10,000 bracket, with 30.5 pct. more in the $5,000 to $7,000 bracket.

Working Wives

Another indication of general prosperity is that in 66.6 pct. of all families only one person is employed. Families with two employed account for 20.6 pct. and only 2.5 pct. reported three full-time workers.

One question asked of the cross-section of the population interviewed was to determine the number of housewives employed full-time outside the home. The answer: 19.1 pct. And of these, 28 pct. reported a total family income of $10,000 or more yearly and another 29.6 pct. were in families with total income between $7,000 and $10,000.

Post Photog Tops All U.S.

Albert Moldvay, Denver Post photographer, Saturday was named "Newspaper Photographer of the Year" in the 1960 "News Pictures of the Year" photography competition.

Moldvay's award was the second consecutive such honor for Denver Post photographers. The 1959 award went to Dean Conger of The Post, who is now with the National Geographic Magazine.

This is the first time that a newspaper has been so honored

Year" went to Burt Glinn of Magnum Photos, a photographic agency.

Tax Revenues Reflect Rise In Denver Sales

Denver city sales tax collections for the first four months of this year have jumped 5.6 pct. ahead of the first four months of last year, Frank K. Southworth, manager of revenue, said Wednesday.

Last year's total collections set a record of slightly more than $5 million.

So far this year, the city's

Denver Joins DDD Network

By GENE LINDBERG
Denver Post Staff Writer

Personal long distance dialing, linking Denver's telephones with millions of other telephones in homes and offices throughout the nation, is now in operation.

At 12:01 a.m. Sunday it became possible to dial long distance direct from any telephone (except coin phones) in Denver and the Denver metropolitan area.

This new service, the biggest single advance in telephony since the change-over from [illegible] Please?" makes possible

the 10-story addition to the main Denver Telephone Bldg. at 931 14th St., and an addition to the leased building at 601 E. 18th

Bosworth, Sullivan

Major Market Newspapers

few newspapers anywhere cover their home city and regional markets as effectively as THE DENVER POST

Denver, Colorado
Post's daily coverage: 69%
Post's Sunday coverage: 80%

Boulder, Colorado
Post's daily coverage: 44%
Post's Sunday coverage: 87%

Longmont, Colorado
Post's daily coverage: 37%
Post's Sunday coverage: 70%

Fort Collins, Colorado
Post's daily coverage: 42%
Post's Sunday coverage: 85%

CIRCULATION

Daily	256,175
Sunday	337,654
Empire Magazine and Comics	360,009

A. B. C. Publisher's Statement March 31, 1960

Editor and Publisher:
PALMER HOYT
Represented Nationally by
MOLONEY, REGAN & SCHMITT, INC.

FIRST—*Crane Co., Chicago, which early this year bought National-U. S. Radiator Co., Johnstown, Pa., and established its plumbing, heating and air conditioning headquarters in Johnstown, has added poster displays to its promotion program. The first 24-sheet posters are now showing in Johnstown, and other cities will soon be added.*

Car Rent's Cheaper for Individual, Says Hertz Mail Campaign

CHICAGO, May 31—Hertz Corp. has undertaken a direct mail campaign in five major cities, which seeks to convince apartment dwellers that they should rent cars rather than buy them.

About 100,000 letters were mailed to apartment residents in Chicago, New York, Boston, Washington and San Francisco. The letter from Hertz maintains that it is cheaper to rent cars throughout the year rather than pay taxes, repairs, insurance and depreciation on one's own car.

The direct mail push is being supported with ads in newspapers and magazines. Three insertions are scheduled to run over a three-month period in the *Chicago Tribune, New York Herald Tribune, New York Times, San Francisco Chronicle, Wall Street Journal* and the *Washington Star.*

One spread and three one-page ads will run in *The New Yorker* and *Time*, and page ads are scheduled in September and November in *Town & Country*. Hertz created the direct mail promotion; Norman, Craig & Kummel placed the newspaper and magazine ads. #

Chicago TV Stations Will Televise City Council

Chicago's four commercial tv stations have been given permission to televise meetings of the Chicago city council. The council's rules committee, after several stormy sessions, agreed to let the stations bring their cameras into the meetings for the next four twice-monthly sessions.

The stations agreed to present two-hour taped shows of the entire council meeting on the Saturday following each meeting, on a rotating basis. The stations, WBKB, WBBM-TV, WNBQ and WGN-TV, said that the experimental tv coverage will be used as a basis for the council to determine if the stations should have permanent access to the sessions in the future.

47th TV MARKET IN THE NATION

$2,000,000,000 IN RETAIL SALES

WOC-TV serves the largest market between Chicago and Omaha . . . Minneapolis and St. Louis. 438,480 TV homes; almost $3 billion in effective buying income; over $1 billion gross farm income.

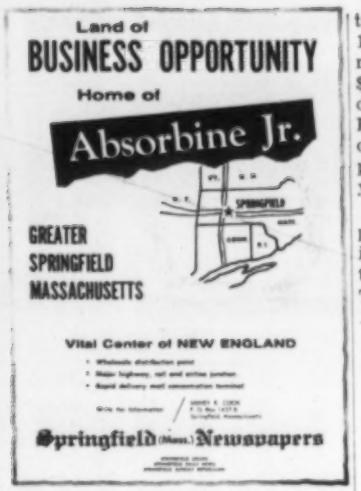
And to help you get the maximum number of these dollars WOC-TV specializes in effectively co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

Further proof of aggressiveness — WOC-TV offers the greatest amount of local programming — over 33 hours each week.

WOC TV channel 6
THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

PRESIDENT Col. B. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.



NEWSPAPERS PLUG—*This is one of a series of b&w pages the Springfield, Mass., newspapers—Daily News, Sunday Republican and Union—are using weekly in Business Week starting May 28 to promote Springfield as the "land of business opportunity." Gibney & Barreca is handling.*

'Not for Everyone' Ad in Special Media Sells Florida Land

MIAMI, May 31—A small ad for expensive Florida real estate, which ran only once in six magazines, the *Wall St. Journal*, and 11 athletic club publications, pulled more than 4,800 inquiries from all over the world.

The 10" one-column ad appeared in *Golf, Gourmet, Holiday, Rotarian, Town & Country* and *Yachting*, plus athletic club publications in Buffalo, Chicago, New York, Pittsburgh, St. Louis, Indianapolis, Cleveland and Columbus, O.

It advertised Royal Harbor, a new community of waterfront estate sites bordering the Bay of Naples, on Florida's west coast. Of the 419 sites available, ranging in price from $7,000 to $20,000, 130 have already been sold. Bishopric/Green/Fielden Advertising, Miami, placed the ads for Royal Harbor.

■ The headline in the ad stated, "Not planned with everyone in mind." It drew inquiries from Europe, South America, Mexico, Egypt, Canada, the West Indies and the Virgin Islands. In the U.S., mail was received from all 50 states. #

AB-PT Has Record Earnings; Treyz Elected a Director

American Broadcasting-Paramount Theaters, New York, reported at the annual stockholders meeting that second quarter earnings, 1960, are expected to be better than the comparable period of 1959. Sales during 1959 reached a record $287,957,000, ahead of the $244,821,000 for 1958, and earnings during the same period rose 49%. Earnings during the first quarter of 1960 were at $3,336,000, compared with $2,313,000 the previous year.

Leonard H. Goldenson, AB-PT president, attributed most of the increases to the steady climb in television sales. He said that ABC-TV sales to date for the 1960-61 season are substantially ahead of this time last year. ABC-TV plans to add the 11 a.m., EST, hour to its programming schedule to "make it more completely competitive with the other networks," he said. Oliver Treyz, ABC-TV president, was elected to the AB-PT board of directors.

Liggett, Sun Drug to Enloe

Gerald J. Levey, who recently moved from Parkson Advertising to Cortez F. Enloe Inc., New York, has been followed by two accounts —Liggett Drug Co. and Sun Drug Co. Both drug chains have named Enloe to handle radio and television advertising. Liggett, headquartered in Stamford, Conn., is a division of Rexall Drug Co. and operates some 350 stores. Sun Drug, Pittsburgh, operates 49 stores in western Pennsylvania.

Thompson Appoints Yambert

Ralph Yambert Organization, Los Angeles, has been named agency for H. I. Thompson Fiber Glass Co., Los Angeles. The company produces high temperature insulation products for jet aircraft, missiles and general industry.

Kollsman Names Leeson VP

Kollsman Instrument Corp., Elmhurst, N. Y., has appointed Edward C. Leeson vp-marketing. Mr. Leeson was formerly director of customer relations in the Astronics division of Fairchild Engine & Airplane Corp.

Looking For The Unusual Premium?

THIS IS IT!

ATOMIC RADIATION FALLOUT DETECTOR

Not a toy, not a gimmick—

The formula on the patch under the circle is extremely sensitive and will glow a bright green if exposed directly to any electric light or operating TV screen.

Approved by the U. S. Atomic Energy Commission.

Come 2 to a package, 1 for home, 1 to carry on your person.

Write on your letterhead for Free Sample and quantity prices.

Radiation Fallout Detector Co.
35 E. Wacker Dr. • Chicago 1, Illinois

A metalworking manufacturing report for advertisers

Design huddle produces ideas for machine which "flows" a metal ring into a seamless compressor case. Standing, l. to r.—L. J. Dolin, superintendent, experimental sheet metal; Robert Knowlton,

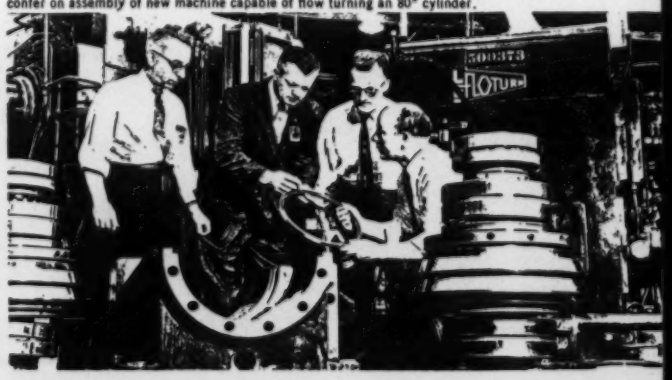
Lighter, stronger, faster jet engines . . . constant challenge for

Pratt & Whitney Aircraft's manufacturing miracle men

Management team pioneers major breakthrough in metalworking manufacturing

Check-up—Bob Knowlton (l.), Stan Rusczik (r.) and operator Dominick Casasanta double check thickness of casing made on one of P&W's smaller flow turn machines.

New horizons—Production Engineer Edward Griswold, Bob Knowlton, Stan Rusczik and Lou Dolin confer on assembly of new machine capable of flow turning an 80" cylinder.



General Mills Contest Offers Consumers $1,000,000

To introduce its new Big G line of ready-to-eat cereals, General Mills is offering a total of $1,000,000 to consumers. The Big G symbol appears in a white triangle at the top of all packages of Cheerios, Wheaties, Kix, Trix, Sugar Jets, Cocoa Puffs, Hi-Pro, Frosty O's, Twinkles and Pick-A-Pack. The potential winners of the contest have already been picked at random from the nation's phone books. The total amount awarded will depend upon the number of pre-drawn winners who actually enter.

Knutsen Named Media Head

Edith M. Knutsen has been appointed media director of Ralph Hobbs Associates, Minneapolis. She was formerly media director of the McCord Co., predecessor of Melamed-Hobbs Advertising and advertising manager of Malt-O-Meal Co.

Mass Magazines Vie for 'Rump Slice' of Ad Budgets: Fischer

NEW YORK, May 31—Last year less than 8¢ of the total advertising dollar went into U. S. magazines, while nearly twice that much went into tv.

Today's big magazines—*Life, Look, Reader's Digest, The Saturday Evening Post* and the top women's books—"are now fighting desperately among themselves for readership and for the rump slice of the advertising budget."

These comments, by John Fischer, editor-in-chief of *Harper's Magazine*, appear in the "Editor's Easy Chair" column in the June issue. Mr. Fischer, reviewing Theodore H. White's "The View from the 40th Floor," also asserted: "Whether all of them can survive is a nice question. The *Post*, for example, has lost advertising linage every year for the last decade.

"Paradoxically," added Mr. Fischer, "its income from advertising has gone up in at least some of the years, and so has that of competitors. The explanation is higher rates, based on a rising circulation. A contradiction? Not at all. Although the readership of at least some of the mass magazines has grown, it has not kept pace with the growth of population and leisure time; while tv watching has grown even faster.

■ "Furthermore, the rise in circulation often has been unprofitable. Within wide limits, a magazine can acquire as many readers as it likes—if it is willing to pay for them. This means cutting subscription and newsstand prices and spending whopping sums on promotion. When the competition is using the same tactics, such warfare can become extremely costly.

"As a consequence, the average net profit of all mass circulation magazines probably was something less than 3% last year—an ominous showing, in comparison with tv and with most other industries."

Mr. Fischer said that while mass circulation books are having these troubles, "so-called special audience publications" are flourishing. Among these he named *Scientific American, The New Yorker, Fortune, Holiday, Forbes, Saturday Review, Atlantic Monthly* and his own magazine.

These magazines have two things in common, he said: (1) a relatively small, well-educated, well-off and devoted readership and (2) a steadily rising advertising volume.

■ "The last fact is easy to explain," he wrote. "If you want to sell something that has, at the most, 500,000 potential buyers—a turbine, a fine wine, a sports car, a Mediterranean cruise, an idea, a new fashion, a hand-tailored investment program—it would be silly for you to advertise it to tv's 30,000,000 viewers or *Life's* 6,000,000 picture thumbers.

"For your purposes, such an audience is mostly irrelevant—perhaps entirely so, since the man who is able to buy these things isn't likely to waste much time looking at pictures. He is more apt to spend his scanty leisure in reading *Fortune* or one of the other special interest magazines—and he can be reached there at a fraction of the cost."

Mr. Fischer said specialized publications are "building up their readerships much faster than the mass circulation magazines, at far less cost," because there are more and more educated people who are "dissatisfied with the bland loyalties of mass media."

■ He added that it is "improbable that the special-audience magazines will ever try to reach more than about 1% of the population."

"To do so," he explained, "would mean a fundamental change of character; and, since this is the last thing they want, some of them already are restricting their circulations." #

Gibson Campaign Launched

Gibson refrigerator division, Hupp Corp., Greenville, Mich., has begun a spot radio and outdoor sign campaign in the South and Southwest. The program will begin nationally in June. Creative Advertising Agency, Grand Rapids, handles the account.

Webber & Stuart to Mallis

Webber & Stuart, Philadelphia, manufacturer and distributor of drugs and toiletries, has appointed George L. Mallis as its advertising and merchandising counsel.

supervisor, advanced tool engineering; Stanley Rusczik, production engineer; and Robert C. Wright, chief. production engineering, for P & W—and, front, Claus L. Sporck, V.P., Lodge & Shipley Co.

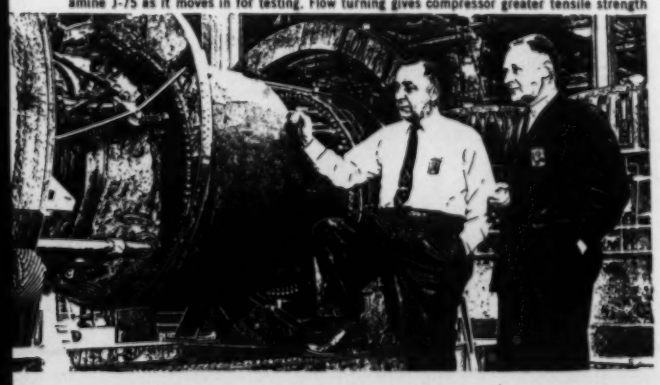
The difference between a 2-oz. jigger and a combustion chamber case for a 25,000-pound-thrust class J-75 jet engine is years of planning, imagination, engineering—and purest optimism. But it's typical of the manufacturing miracles that Pratt & Whitney Aircraft brings off as a matter of course.

The power plants for jet transports which now fly the Atlantic in 6½ hours are lighter, faster and stronger because a Norwegian engineer placed a 2-oz. jigger on the desk of the chief of advanced tool engineering at P&WA. The piece was unusual: seamless, even-walled, lightweight, finely-finished, and made on a machine that literally "flowed" a metal ring into cylindrical or conical shapes.

Here was an idea—if only it could be done on a large-enough scale. P&WA manufacturing men decided to give it a try. They teamed up with machine tool manufacturers Lodge & Shipley to produce the first flow turning machines in the U.S.—and the giants that are now turning out compressor cases and other highly stressed parts for P&WA jet engines.

The story of flow turning (*or shear forming as it is sometimes called*) has been told in detail in American Machinist/Metalworking Manufacturing. It's a story of the constant search for better ways to make things of metal. Our job is to keep manufacturing management men in metalworking posted on developments that will help solve manufacturing problems. More than 41,000 of them turn to AM/MM for just that kind of help. Here, then, is the ideal place to show how *your* product can help them!

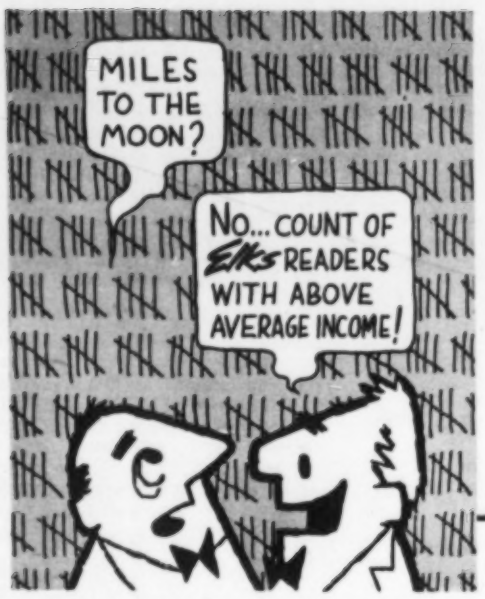
Finished product—Bob Wright and Lyman J. Smith (r.) superintendent of Assembly & Test examine J-75 as it moves in for testing. Flow turning gives compressor greater tensile strength



If your product is sold to metalworking, your advertising belongs in

American Machinist / ***Metalworking Manufacturing***

A McGRAW-HILL PUBLICATION • 330 W. 42nd STREET, NEW YORK 36, N.Y.



Elks median income again leads that of all other men's magazines regularly surveyed in the Starch report.

1.2 million Elks are *first* in median income with $7176 . . . *first* in percent of readers earning $10,000 or more . . . *first* in more ownership classifications than any men's magazine reported.

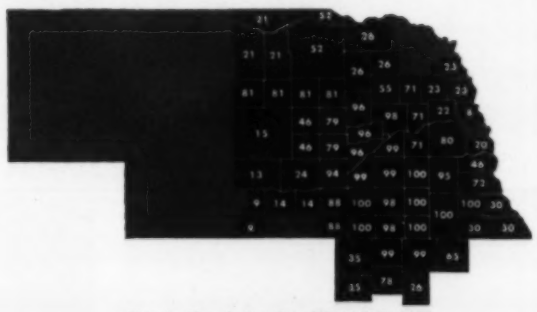
Investigate this leading male market. Ask your local ELKS representative for the complete market story, or write for your copy of our fact-filled booklet—"The ELKS Market."

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

YOU'RE ONLY
HALF-COVERED
IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

You can talk about TV markets in Nebraska until you're blue in the face; but when all's said and done, you'll come up with just two big ones—the extreme East and Lincoln-Land.

In the East, you must choose from the *three* top TV stations covering the area. In Lincoln-Land it's no contest; KOLN-TV is *the* station, hands down. Latest Nielsen credits KOLN-TV with *65,500 TV HOMES* during prime 6 to 9 p.m. viewing time. Compare this figure with that of *ANY* Omaha station!

Ask Avery-Knodel for all the facts on KOLN-TV—the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

KOLN-TV DELIVERS THE
MAXIMUM AUDIENCE IN NEBRASKA*

Gunsmoke	98,000 homes
Father Knows Best	86,500 homes
6:00 p.m. News	84,400 homes
10:00 p.m. News	74,400 homes

*November Lincoln NSI

AM — TV — FM
The Meredith Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

KOLN-TV
CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Orange blossomtime . . . Mary Catherine Crane was married May 21 to **Edward Gushee Jr.**, with J. Walter Thompson in Detroit . . . **Dorothy Gollow** and **G. Stanton Heath**, of Benton & Bowles in New York, are engaged . . . Robin Elizabeth Brown, daughter of **Robert Brown**, president of *Editor & Publisher*, was wed May 21 to Lt. Richard Woods, USMC . . . Another May 21 wedding, that of Susan Eaves and **John Martin Otter III**, with NBC's tv program sales department . . . Also married recently were Penny Fox and **Stanley Schwartz**, account exec with Howard A. Harkavy Inc., New York . . . A September wedding is planned by Walter Freedman and Sara Lee Lubin, daughter of **Charles W. Lubin**, president of the Kitchens of Sara Lee Inc. Chicago, which was named after the bride-to-be . . . Lillian Fanese and **David A. Marotta**, an account exec with Reuben H. Donnelley Corp., plan to be married in November . . . And sometime in autumn, Barbara Holmes and **Robert McConaughey**, with the New York sales staff of *Farm & Ranch*, will tie the knot . . .

Jerome Schuerger, art director with Ketchum, MacLeod & Grove, Pittsburgh, has won a first prize at the Cleveland Museum of Art May show . . . **Mackarness H. Goode**, now with Farley Manning Associates, New York pr company, in August moves up to Wheaton College as vp for development and pr. He's a trustee of Wesleyan, and the son of **Kenneth Goode**, late well-known adman . . .

TRIP WINNERS—*Gene Duckwell, media director of Foote, Cone & Belding, Los Angeles, and Mrs. Duckwell embark on a trip to Paris which he won in a Radio Station KBIG-sponsored contest.*

Fred I. Archibald, publisher of the *Baltimore News-Post* and *Sunday American*, has been elected to the board of trustees of the Baltimore Museum of Art . . .

Fundraisers: **Don West** and **Gerard Roscoe**, president and vp of Donahue & Coe, are serving as general chairman and vice chairman respectively of the advertising, publishing, entertainment and graphic arts division of the Greater New York Fund appeal. **Jim McCaffrey**, senior vp of Ogilvy, Benson & Mather, is head of the ad agencies section, while **Theodore J. Grunewald**, senior vp of Hicks & Greist, is chairman of the advertising and related services section. **Bruce C. Forbes**, president of *Forbes* magazine, is heading the publishing section. **A. Carl Rigrod**, vp of Donahue & Coe, is in charge of the entertainment section. The printers' and publishers' group will have **Hugh J. Kelly**, exec vp of McGraw-Hill, as its chairman . . .

John S. Knight, publisher-editor of the Knight newspapers, is heading up the newspaper industry committee for Project Hope, part of the People-to-People program . . . **Russ Severin**, manager of WLOS-TV, Greenville, S. C., has been named director of the New March of Dimes for Greenville County . . .

Another honor for **Red Motley**: This time he received the Businessman of the Year Award from Long Island University's college of business administration. At the same affair he also was made an honorary member of Alpha Delta Sigma . . .

New editions . . . **Murray Packard**, *Industrial Marketing* sales development manager, and his wife Bette welcomed a third son, Brian, May 18 . . . the arrival of Ilse Madeleine Susan set a triple record in the family of **Charles Widmer**, an exec with Renick & Ford Ltd., Westport, Conn. She's the first girl in the Widmer clan in 66 years, and she arrived on her father's birthday, date of her parents' third anniversary. Mr. and Mrs. Bill Lochridge became the parents of a baby girl, their first child, May 24. Grandfather is **Ben Lochridge**, national sales manager of CBS-Radio . . .

James Ficken, vp and general manager of Campbell-Ewald, San Francisco, won $250 from WDSM-AM-TV for estimating the nearest actual time the first ship entered the Duluth ship canal, opening the navigation season there . . . **J. W. Abernethy**, merchandising director of KFSD-TV, San Diego, won a Polaroid camera, and his department got a plaque, as winners of the Chun King Foods merchandising contest . . .

Frank V. Bremer, a 50-year veteran of broadcasting and a consultant to WNTA for the past two years, is retiring . . . **John Cowles**, president of the *Minneapolis Star & Tribune*, and **Theodore C. Streibert**, former board chairman of Mutual Broadcasting now on the staff of the Rockefeller Brothers, have been elected trustees of the Carnegie Endowment for International Peace . . .

Les Biederman, president of the Paul Bunyan radio network, will have his fling at performing this summer. He's NBC-Radio's Monitor vacation reporter for northern Michigan, broadcasting from different spots throughout the area each weekend . . .

"For the most disinterested
and meritorious public service
rendered by
any American newspaper
during 1959 ~"

awarded to the

Los Angeles Times

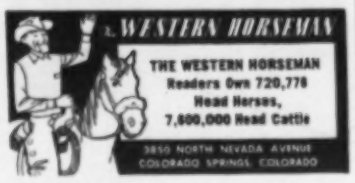
The Pulitzer Gold Medal - Journalism's Highest Award.

The 1959 Award is the fourth Pulitzer Prize won by The Los Angeles Times since 1942

REPRESENTED NATIONALLY BY CRESMER & WOODWARD, INC., NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO, ATLANTA

Push Button Lilt Goes National

Procter & Gamble's Push Button Lilt, introduced in test markets last November (AA, March 14), has gone national and started its first national advertising on "Wells Fargo" May 30. Also scheduled for the all-tv promotion are "This Is Your Life," the Emmy awards June 20 and the Miss Universe contest July 19, plus an extensive spot tv program. Copy themes will stress the "ease and no mess" qualities of the $2.49 aerosol product. Grey Advertising Agency is the agency. P&G will continue selling its regular $2 and other Lilt permanents.



'McCall's' Names Rockwell, Primm, Clemons

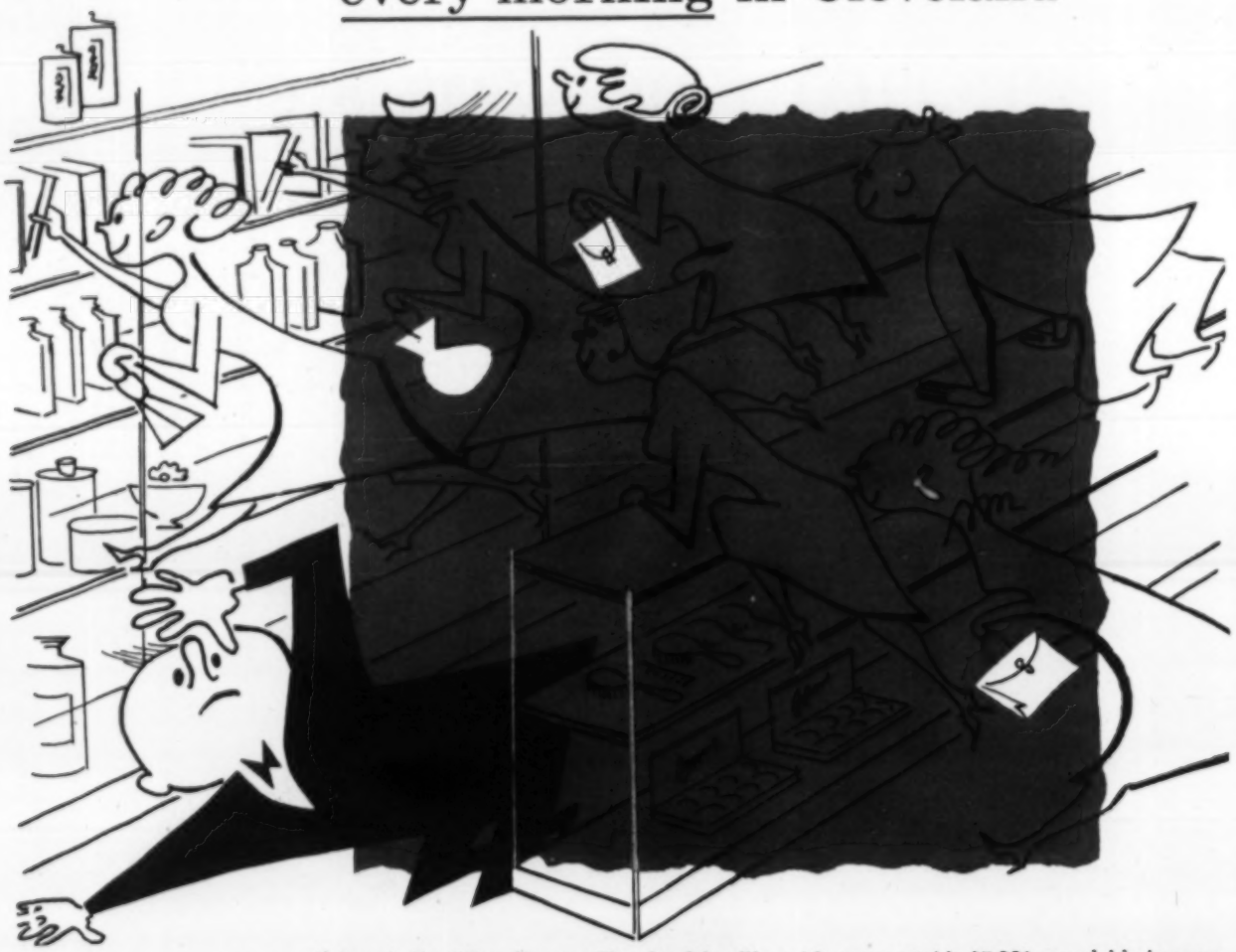
McCall's has appointed Homer Rockwell to the newly-created post of development manager of new classifications. Robert T. Primm has been named grocery products advertising manager, and Maynard G. Clemons Jr. has been appointed fashion and fabrics advertising manager.

Mr. Rockwell was formerly grocery products ad manager and Mr. Primm was formerly fashion and fabrics advertising manager. Mr. Clemons was previously on *McCall's* fashion sales staff.

WINN Appoints McGavren

WINN, Louisville, formerly handled by Avery-Knodel, has named Daren F. McGavren Co. as its national representative.

You get Sales Action
every morning in Cleveland



Take a half million Greater Cleveland families with a respectable $7,381 spendable income. Add 26 adjacent counties a stone's throw from Euclid Avenue and you have retail sales exceeding 4 billion dollars—and *that's* larger than the retail sales of any one of 35 *entire* states. So—if your sales of goods or services in the Cleveland market do not exceed those of 35 states—WRITE—WIRE OR PHONE—

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles.
Member of Metro Sunday Comics and Magazine Network.

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,347,689	$1,977,224	$4,324,913
Retail Food	581,935	498,319	1,080,254
Retail Drug	92,487	59,441	151,928
Automotive	357,776	368,264	726,040
Gas Stations	144,966	161,669	306,635
Furniture, Household Appliances	121,723	86,025	207,748

(Source, Sales Management Survey of Buying Power, May 10, 1960)

* Akron, Canton and Youngstown Counties are not included in above sales

Whatever you sell in Greater Cleveland you'll sell more of it in The Plain Dealer

London Agency Men in Job Shuffle; Hodgson Quits

LONDON, May 31—The resignation last month of James A. Hodgson from the agency that bears his name and his move to 24-year-old ATA Advertising with two fellow directors and some 20 of his staff, has meant the transfer of several accounts, ATA has now revealed.

As Mr. Hodgson resigned from the agency he formed 10 years ago, he took with him two co-directors of James A. Hodgson Ltd.: J.C.S. Mills, who joined the shop six years ago, and W. C. Lovelock, who was the first member of its staff.

The latest announcement by ATA Advertising, now renamed ATA Ltd., said it will be under Edward J. Fox, its founder, and Mr. Hodgson, who will control jointly as governing directors. Mr. Hodgson has had a financial interest in ATA for some time.

Mr. Hodgson, the statement said, will personally handle marketing problems. The ATA agency, whose staff now totals nearly 60, currently has "a very considerable turnover and many important clients," it added.

The statement did not specify which accounts had been transferred.

■ Among other recent developments here, Robert L. Skelton, head of the J. Walter Thompson public relations department for the last seven years, resigned to become chairman of Curzon Public Relations Ltd.

And Hubert Oughton, chairman of W.S. Crawford Ltd., relinquished his duties as managing director. He had combined the two posts since 1950.

E. C. Mackenzie, deputy managing director since 1957, now becomes managing director. Ashley Havinden, director of design since 1929, was appointed vice-chairman of the company. Mervyn Talbot, director in charge of the overseas and public relations divisions and responsible for various managerial duties, was named deputy managing director, in addition to his other duties. #

Sunbeam Names Wilkison

Sunbeam Corp., Chicago, has appointed Chester L. Wilkison national sales manager, appliance division, and Richard D. Maher has been appointed sales manager of the appliance division. Mr. Wilkison was formerly sales manager of the division and Mr. Maher was formerly assistant sales manager.

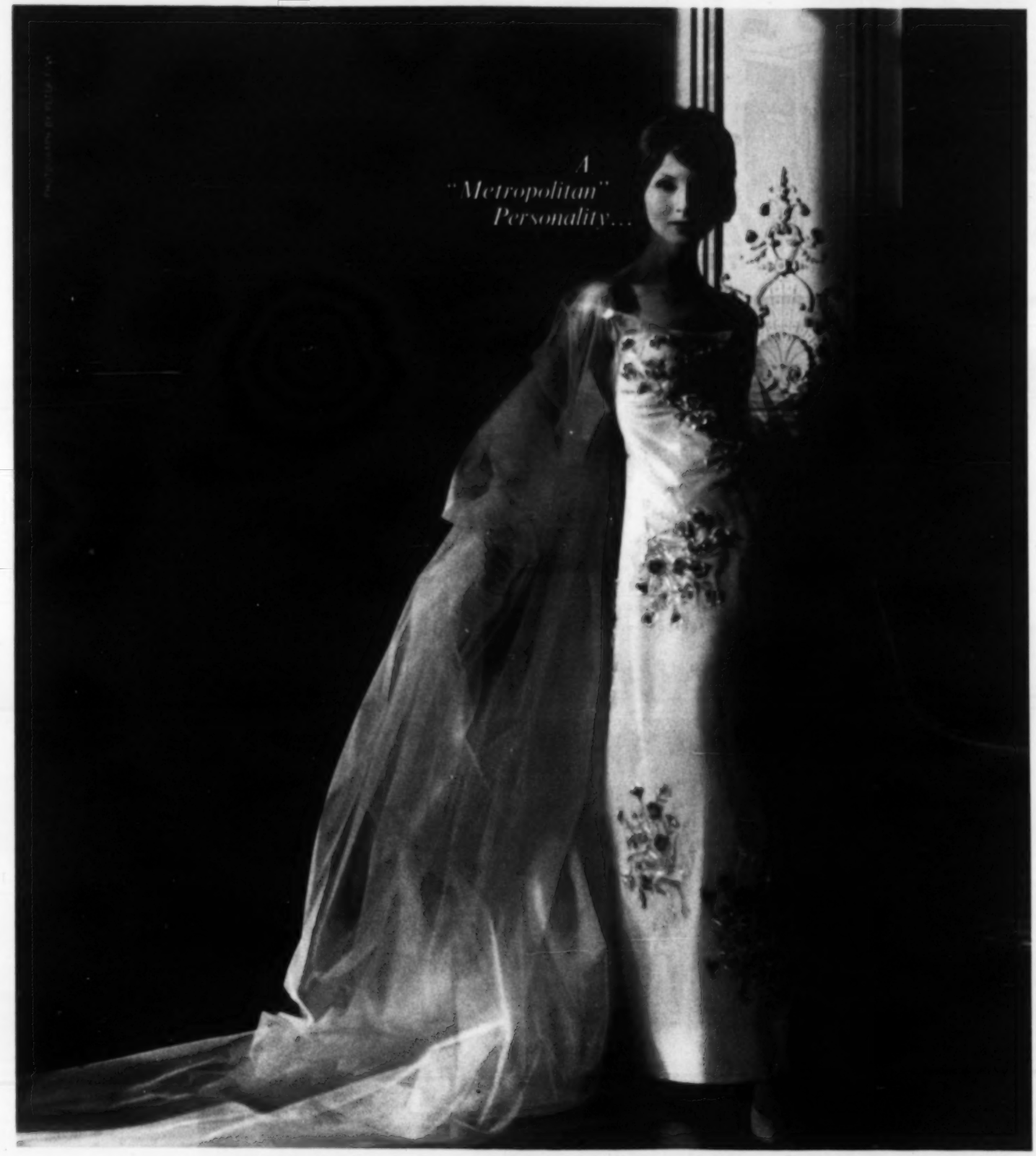
Miller Boosts Boock

The Miller Brewing Co., Milwaukee, has appointed Oscar R. Boock "in-market" advertising manager of its eastern area. Mr. Boock, who joined Miller in 1952, was formerly media supervisor.

Is Editorial Opinion Favorable?

- Press Clippings can keep you informed of popular misconceptions that need to be corrected . . . or can help you ride a wave of popular support. You can invest your public relations and institutional advertising dollars effectively and intelligently when you know what the editors of the nation are thinking and saying. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0364
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS



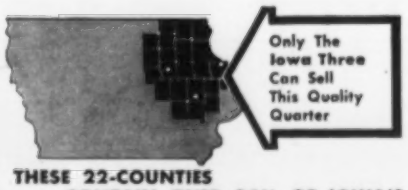
Discovered ever increasingly among active, discerning people who demand more out of life... who are attracted to the quality and brilliance that distinguish a "Metropolitan" personality— a personality like each of our widely-recognized Television, Radio and Outdoor properties.

METROPOLITAN BROADCASTING CORPORATION

205 East 67th Street, New York 21, New York

TELEVISION STATIONS: WNEW-TV New York ■ WTTG-TV Washington, D.C. ■ WTVH Peoria, Ill. ■ KOVR-TV Stockton—Sacramento, Calif. ■ RADIO STATIONS: WNEW New York ■ WIP Phila. ■ WHK Cleveland; OUTDOOR: Foster and Kleiser

"...and then I forget that without THE IOWA THREE you miss over 25% of the market."



THESE 22-COUNTIES CONTAIN OVER 25% OF IOWA'S
• population • households • retail sales • Consumer Spendable Income
The Iowa Three reaches 62% of the households in the Quarter daily . . . The Des Moines Register & Tribune reaches 18%. Want more proof? Call a rep today.

THE IOWA THREE
The Cedar Rapids Gazette
Dubuque Telegraph-Herald
Waterloo Daily Courier

Represented by: Allen-Klapp Co.
Jann & Kelley, Inc. Story, Brooks & Finley

5 Salesmen to Independent TV

Independent Television Corp., New York, tv film producer and distributor, has added five sales executives to its staff. Appointed to the New York staff are Cy Kaplan, formerly general sales manager of Bernard L. Schubert Inc., and Robert W. Rodgers, previously national program sales supervisor of California National Productions. Joining ITC in Chicago are Walter Plant, who had been vp in charge of sales of National Telefilm Associates, James Delaney, formerly southwestern division manager at United Artists Television, and Paul Weiss, previously an NTA sales executive.

Harrison-Shea Adds One

Kaufman & Broad Bldg. Co., Detroit, has appointed Harrison-Shea Advertising, Detroit, as its advertising and public relations counsel.

Business Paper Field Improved in 30 Years, Mast Says

NEW YORK, May 31—Burdette P. Mast, who has been in the business of selling publication space for nearly 50 years, thinks the business paper field has improved considerably in the years he has been in it.

He should know, for the 68-year-old Mr. Mast is chairman of Conover-Mast Publications.

Summing up why he thinks the business paper industry is "a solid, competitive business" which is doing "a wonderfully comprehensive job," he points out that 30 years ago it took only 25 pages of advertising to permit a business paper to break even—"people played golf all the time"—whereas today it takes 150 pages.

■ Born in Plainview, Neb., in 1891, the son of a bank president, B. P. Mast moved with his family to Davenport, Ia., and then to Chicago.

He "had no idea what to study" when he enrolled in college in 1910. "There was no line of specialization in college then; everybody took any course he could to get by," he recalled. He took courses from one German professor several times because he didn't call on students to recite too often and he didn't take roll.

In his second year, forced by circumstances to quit school or work part time to support his education, Mr. Mast, at the suggestion of a Chi Psi fraternity brother, became a space salesman.

■ In his junior year he became business manager of the *Daily Maroon*, a position which was to earn him not only 50% of the advertising profits—about $100 a month—but a "full scholarship" for the next two years. He admits that working after hours on the paper—"up to 2 a.m. at the printer"—boosted his bank account more than it did his scholastic average.

Jobs were "harder than hell to get" in 1914, when he graduated, and the $50 a month he was offered to sell space for Efficiency Magazine Co.'s old *100%* in Chicago at the start of 1915 "looked awfully good."

■ In the early 1920s Mr. Mast was introduced to the late Harvey Conover, a space salesman for A. W. Shaw Co.'s *Factory*, when the two men covered the Great Lakes territory. Mr. Conover subsequently shifted to Engineering Magazine Co., New York, publisher of *Industrial Management* and *Industry Illustrated*, where he became western advertising manager, vp, and, in 1924, president.

Mr. Mast was vp of H. B. Gould & Co. (the new name of Efficiency Magazine Co.) in 1925, when he resigned to join Conover at Engineering Magazine Co. as vp and western manager.

■ In the next two years Messrs. Conover and Mast developed a franchise system of circulation for *Industry Illustrated* which was to strengthen their belief in free, or controlled, circulation. Only a few of the 1,200 business papers at that time had tried this system.

Under the franchise system, *Industry Illustrated* would be circulated free to names supplied by industrial distributors around the country. The distributors, in turn, were given free space on covers, which were printed separately for each

Crab Meat Imperial
OLD NEW ORLEANS FAVORITE
Dice 1 green pepper and 2 pimentos. Mix with 1 tbsp. English mustard, 1 tsp. salt, ½ tsp. white pepper, 2 whole eggs, 1 cup mayonnaise. Add 3 lbs. lump crab meat; mix with fingers so that lumps are not broken. Fill 8 crab shells or casseroles with mixture.
Top with bit of mayonnaise, sprinkle with paprika.
Bake in 350° oven for 15 minutes.
Serve hot or cold. Perfect with a bottle of chilled Chablis wine.

As served at Commander's Palace by Ivan

WWL-TV . . . new New Orleans Favorite

WWL-TV's imaginative local programming has captured national notice in Look, TV Guide and Newsweek within the last six months.

Illustrative is *Destroyer Escort 1016*, a two-hour taped drama produced entirely by WWL-TV as the first of a series of community TV Little Theatre presentations.

Destroyer Escort 1016 utilizes 51 volunteer actors, 144 scenes and 37 sets and recently won the Ampex award for "Best Idea of the Year."

Only a professional "know-how" station can receive national recognition like this.

WWL-TV—the *new* New Orleans favorite

Represented nationally by Katz

CBS WWL-TV NEW ORLEANS

district.

In 1927 John Dunlap, who held controlling interest in Engineering Magazine Co., announced he was going to sell out to McGraw-Hill Publishing Co. and that both Mr. Conover and Mr. Mast would be welcome at McGraw-Hill, Mr. Mast recalled.

■ Messrs. Conover and Mast foresaw that their franchise system would be dropped, with *Industry Illustrated* scheduled for merger into a paid publication by McGraw-Hill. Mr. Conover worked briefly at McGraw-Hill; Mr. Mast never did.

Anxious to prove their theory, they persuaded the same distributors they had used at *Industry Illustrated* to stick with them on a new book, and Conover-Mast Publications Inc. launched *Mill & Factory* in New York at the start of 1928.

■ *Mill & Factory's* first issue, which had a circulation of 15,000, carried 51 pages of advertising at $165 a b&w page. Today the publication has a circulation of 60,000, with a b&w page rate of $1,068, and the franchise system is likewise used by two other C-M books, *Construction Equipment* and *Volume Feeding Management*.

In the beginning, Mr. Mast said, when Conover-Mast had just eight employes, space salesmen were earning between $3,600 and $5,000 annually. Today, the multi-million dollar company, which employs 350 people, has salesmen who earn more than $20,000.

Mill & Factory has been in the black every year except 1932, he recalled.

■ When, under the newly-inaugurated administration of Franklin D. Roosevelt, Congress repealed the Volstead Act in 1933, C-M saw an opportunity to make some money with a beer publication. It launched *Modern Brewery*, which carried an average of 125 to 150 pages of advertising before it was sold five years later for $5,000 to *Brewery Age*, its competition.

Modern Brewery wasn't sold, however, before it had more than made up for *Mill & Factory's* loss in 1932, Mr. Mast said with a smile.

■ Of the eight business papers now in the C-M stable—*Boating Industry, Business/Commercial Aviation, Construction Equipment, Volume Feeding Management, Mill & Factory, Purchasing, Electrical Manufacturing* and *Space/Aeronautics*—only *Purchasing* has any paid circulation.

Chairman Mast, who makes his home in Los Angeles, will leave with his wife for a six-week vacation in Europe knowing Conover-Mast is in good hands—those of his only son, B. P. "Bud" Mast Jr., elected president in 1958 (AA, May 12, '58).

■ When he isn't watching C-M profits rise, Mr. Mast is keeping an eye on A. C. Nielsen Co. stock. Back in 1935, he and Harvey Conover each invested $5,000 in the young research company. Each had 33 shares at the time. In 1958, Mr. Mast sold eight of those shares for $11,000 and received 1,500 shares for the remaining 25 in a Nielsen stock split.

The last time he looked, he said jokingly, the stock was worth $70 per share or $105,000. #

DCSS Moves 3 Departments

Doherty, Clifford, Steers & Shenfield, New York, has moved three departments, research, media and merchandising, across the street to 535 Fifth Ave. The departments will retain the same telephone number and mailing address (530 Fifth Ave.) as the main office.

Tullis and Hearne Buy KDEO

Howard L. Tullis and John P. Hearne have purchased radio station KDEO, San Diego, Cal., subject to approval of the Federal Communications Commission. Reported purchase price was $475,000. Mr. Tullis, owner of the Tullis Co., Hollywood agency, and Mr. Hearne also own KFXM, San Bernardino, Cal., and KAFY, Bakersfield, Cal.

ELGIN
AURORA
JOLIET
ILLINOIS

THE NORTHERN ILLINOIS MARKET ON THE MOVE!

Join the advertisers who are finding sales success in the spectacular growth area reaching outward from Chicago — the Northern Illinois "Market on the Move." Trading centers are Elgin, Aurora, and Joliet. All three cities — and all the market — are served and sold by Copley Newspapers: **Elgin Courier-News, Aurora Beacon-News, Joliet Herald-News.**

When you buy all three, you save 9½c a line!

ELGIN COURIER-NEWS
AURORA BEACON-NEWS
JOLIET HERALD-NEWS

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering Northern Illinois—Springfield, Illinois—San Diego, California — and Greater Los Angeles. Served by the Copley Washington Bureau and the Copley News Service.
REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

BAHAMAS BECKON—*This multi-colored revolving spectacular for Nassau Bahamas Development Board has been installed in New York's Times Square. The board's agency is Kelly, Nason Inc. The display uses three revolving murals of scenes from the Bahamas.*

told by Dr. Robert D. Loken, New York, director of *Life's* marketing laboratory, that "the expanding market of the 1960s can well lead to wine drinking as a regular part of American life, as it is in Europe.

"One fact is certain," declared Dr. Loken, who also is assistant to the publisher of *Life*, "Americans are pursuing the good life—and wine drinking should become a regular part of that life in the '60s."

He based this belief on research which indicates that 50% of the U.S. population by 1970 will be in the $7,500 a year and over income bracket.

Dr. Loken suggested that wine growers make it easier for consumers by providing simpler label information and by including tips on serving temperatures and entrees with which wine can be used.

"Apparently," he added, "America is on a health kick. If the public can justify the purchase of any item on the basis of health, they will buy it."

Continued efforts to insure social acceptability for wine, he added, will also help to create bigger markets for wine.

Don W. McColly, president of the Wine Institute, reported that present shipments indicate the possibility of a new California wine sales record for 1960. #

Reynolds Buys 'Shotgun Slade'

R. J. Reynolds Tobacco Co., Winston-Salem, N.C., has bought MCA-TV's "Shotgun Slade" for showing in three markets in New York, Virginia and Wisconsin. The Reynolds buy was made through William Esty Co. The mystery-adventure series will be promoted via a comics book of the same name published by the Dell Publishing Co. in cooperation with MCA-TV's merchandising department. The book will be dated July-September, 1960

Sandura Names Jacob

Sandura Co., Philadelphia, manufacturer of Sandran and Crown Vinyl coverings for floors, walls and counters, has appointed Carroll F. Jacob to the newly created post of marketing assistant to the president. Mr. Jacob has been with Sandura for more than 25 years, holding such positions as regional sales manager, Canadian sales manager, and member of the management group.

Coast Wineries Spent $30,000,000 for Ads Since '38

SAN FRANCISCO, May 31—California's wine industry has spent approximately $30,000,000 on advertising and sales promotion since the state's wine marketing order became effective in 1938.

Representatives of the 194 wineries which pay assessments under the order were told at the 26th annual meeting of the Wine Institute, held here at the Jack Tar Hotel, that the order, which terminates June 30, is "Up for approval by wine processors."

William E. Warne, director of the California Department of Agriculture, reported that California wineries last year crushed 1,400,100 tons of grapes, out of a total California crop of 2,857,000 tons produced on 416,000 acres.

"Since 1938," Mr. Warne declared, "assessments paid by vintners have totalled about $34,500,000, with $30,000,000 of this spent on advertising and sales promotion, $900,000 on research and $3,400,000 on administration."

The farm value of grapes crushed for wine in California last year was estimated by Mr. Warne at more than $60,000,000, out of a total cash farm receipt total of more than $3 billion. He predicted that California's farm receipts will reach the $4.6 billion mark by 1975.

■ The annual meeting also was

iTP

A NEW STANDARD FOR MEASURING THE EFFICIENCY OF THE ADVERTISING DOLLAR

The OIL AND GAS JOURNAL

TULSA, OKLAHOMA

Murray Dolmatch Elected Head of SPEA Chapter

Murray Dolmatch, vp, Daniel & Charles, New York, has been elected president of the New York chapter, Sales Promotion Executives Assn. He succeeds Joel Harnett, assistant to the publisher of *Look*, now SPEA national president.

The chapter also elected William H. Green, vp of Kenyon & Eckhardt, 1st vp; Mort Elliot, president of Creative Promotions, 2nd vp; Lenore Enken, sales promotion manager of Gray Lines, secretary, and Cecil Barrie, sales promotion and advertising director of Grayson-Robinson Stores, treasurer.

Powers Adds Colombian Daily

El Colombiano, morning daily of Medellin, Colombia, had appointed Joshua B. Powers Inc., New York, its advertising representative in North America.

Goldberg to Barkus, Kaplan

Barkus & Kaplan Advertising, Philadelphia, has been appointed to service the mail order division of I. Goldberg & Co., Philadelphia.

Dailies' Linage Up 4% in '60, 0.5% in April: Media Records

NEW YORK, May 31—Newspaper ad linage in April totaled 256,328,664 lines, a gain of 0.5% over linage in April, 1959, according to a Media Records check of newspapers in 52 cities.

Linage for the first four months of the year totaled 921,602,240 lines, a 4.6% gain over linage rung up in the like period of 1959.

Gains in April were reported in automotive, classified and retail categories. Auto linage, at 17,092,111 lines, was up 8.8%; classified, at 65,827,207 lines, gained 4.2% and retail, at 137,519,678 lines, rose 1.3% for the month.

Losses in April were reported in the general (off 11.6%); financial (down 7.1%) and total display (off 0.7%) categories. #

Lake Tower Uses Outdoor

Lake Tower Motel, Chicago, has set a $35,000 annual budget for an outdoor sign campaign. Twelve 12x48′ signs, with full color illustrations of the motel, and twelve 8x16′ signs are located on major arteries leading into the city. Gardner & Stein, Chicago, is the agency.

Bailey Joins Gardner

Robert L. Bailey has joined the Fred Gardner Co., New York, as an account supervisor and will also be in charge of the agency's public relations activities. Mr. Bailey was formerly public relations account executive with E. I. du Pont de Nemours & Co. and Cunningham & Walsh.

BofA Sets Food Drive

The Bureau of Advertising, American Newspaper Publishers Assn., has announced that the newspaper industry's special food promotion will be conducted Sept. 12-24. Theme of the campaign—"Better Meals Build Better Families"—will be unchanged from 1959.

HERE THEY COME!

Quick on their feet, quicker on the audience draw...the most excitement-charged team of private eyes ever assigned to catch the public fancy! It's CBS Films'

THE BROTHERS BRANNAGAN

Starring Steve Dunne and Mark Roberts in 39 all-new, all-action half-hours filmed on location in scenery-rich Arizona and California. Reserve your sales area now

FROM CBS FILMS

"...THE BEST FILM PROGRAMS FOR ALL STATIONS"

OFFICES IN NEW YORK, CHICAGO, LOS ANGELES, DETROIT, SAN FRANCISCO, BOSTON, DALLAS, ATLANTA, ST. LOUIS. IN CANADA: S.W. CALDWELL, LTD.

AUTOMOTIVE ADVERTISERS ARE GROWING WITH US!

AUTOMOTIVE SALES
Long Beach-Lakewood
1950 $ 76,667,000
39.9% GAIN
1958 $107,278,000

AUTOMOTIVE SALES PER CAPITA
Long Beach-Lakewood $278
LOS ANGELES-LONG BEACH METROPOLITAN AREA $240
CALIFORNIA $213

This growing automotive market is a reflection of the growth of Long Beach. The city zone has increased in population from 167,455 in 1940 to 508,369 in 1960. Get in this market on wheels by placing your top schedules in these newspapers . . . and grow with us!

Sources: Sales Management Survey of Buying Power. Audit Bureau of Circulations.

Independent Press-Telegram
Morning Evening Sunday

LONG BEACH, CALIFORNIA
THE "INTERNATIONAL" CITY

Represented nationally by RIDDER-JOHNS, INC.
MEMBER METRO COMICS GROUP

PERSONAL SERVICE

The Farley man as a member of an independent media representative team is trained to think as a marketing counselor. His experience with business media and markets is wide and varied. He has access to expert opinion and is well-founded in market research. Remember, the Farley Company representative knows his success depends on how well he serves you.

Markets Served

Air Conditioning • Electrical Contracting • Electric Utilities • Electronics • Industrial Maintenance • Industrial Distribution • Mechanical Contracting • Savings & Loan

THE FARLEY COMPANY

Business Paper Representatives
120 S. LaSalle St., Chicago 3, Ill. • FI 6-3074

Charity Drives Need Ad Aid for Full Impact: Strouse

DETROIT, May 31—The controlled impact of organized advertising makes a major contribution to the success of any community fund drive and is a factor often lacking, said Norman H. Strouse, president of J. Walter Thompson Co., speaking at the annual meeting of Detroit's United Foundation.

Mr. Strouse was back in the city where he had headed the Detroit fund's advertising committee while in charge of his agency's office here, prior to moving to New York in 1955.

"The organized campaign in advertising which is released each year in Detroit deserves special mention," he said. "It is prepared by members of the advertising profession and financed both by local merchants and national advertisers. This brings a controlled force to bear in selling the community the finest product it has: a human interest and concern about the needs of its fellow man."

■ Mr. Strouse graphically contrasted fund raising in Detroit and New York, where he now lives.

"Although New York is supposed to be a cold city, a city in which it is difficult for a newcomer to become acquainted, it is surprising how rapidly its various appeals learn of the arrival of a new resident. My new legal address in New York in 1956 seemed to become public property overnight, and my mail at home grew rapidly in the form of many different charitable appeals."

Form letters also poured into his office, he said. During 1956 Mr. Strouse kept a separate file at his home of such letters. At the end of the year they totaled 300.

"The obvious waste was appalling," he said. "More serious, however, was the confusion and the ultimate dismay and disillusionment that results from the machine-like approach to charity, as various organizations grind out form letters to mass mailing lists." #

Higson-Frank Radio Opens

James Higson, program director of KHJ-TV, Los Angeles, has resigned to form Higson-Frank Radio Enterprises, broadcast investment and management company, in association with Peter Frank, president of RPF Enterprises. The new company, with offices at 5420 Melrose Ave., Los Angeles, has filed applications with the FCC for radio stations in Fresno, Indianapolis and Houston.

Rosemead Names Forestal

Rosemead Mills, Rosemead, Cal., has appointed R. J. Forestal Co., Los Angeles, to handle its advertising. The company manufactures and distributes nationally a line of prepared pancake mixes under the label, Miss Carolyn's.

"The cashier slipped and caught her foot in a loose basket of money

. . . now we are $12.60 short."

". . . but it's a small price to pay for the entertainment," concludes the manager of a Fort Wayne company, in a tongue-in-cheek fan letter to Ann Colone.

The Ann Colone Show (WANE-TV, weekdays, 1 to 1:25 p.m.) includes burlesqued as well as conventional physical exercises, interviews with visiting firemen, occasional cooking sprees, and, on one memorable occasion, an unscheduled bout with a chimpanzee that tripped her on a mike cord.

"Ask stout lady giving instructions to please join in . . ." "My tv picture's off but I still hear sound . . . hope you do hair-curling part again when set's fixed . . ." "My specialty is spaghetti . . . I get the real cheese at your brother's grocery. . . ." (From real, live letters; Ann's brother hasn't written, but we understand he also approves.)

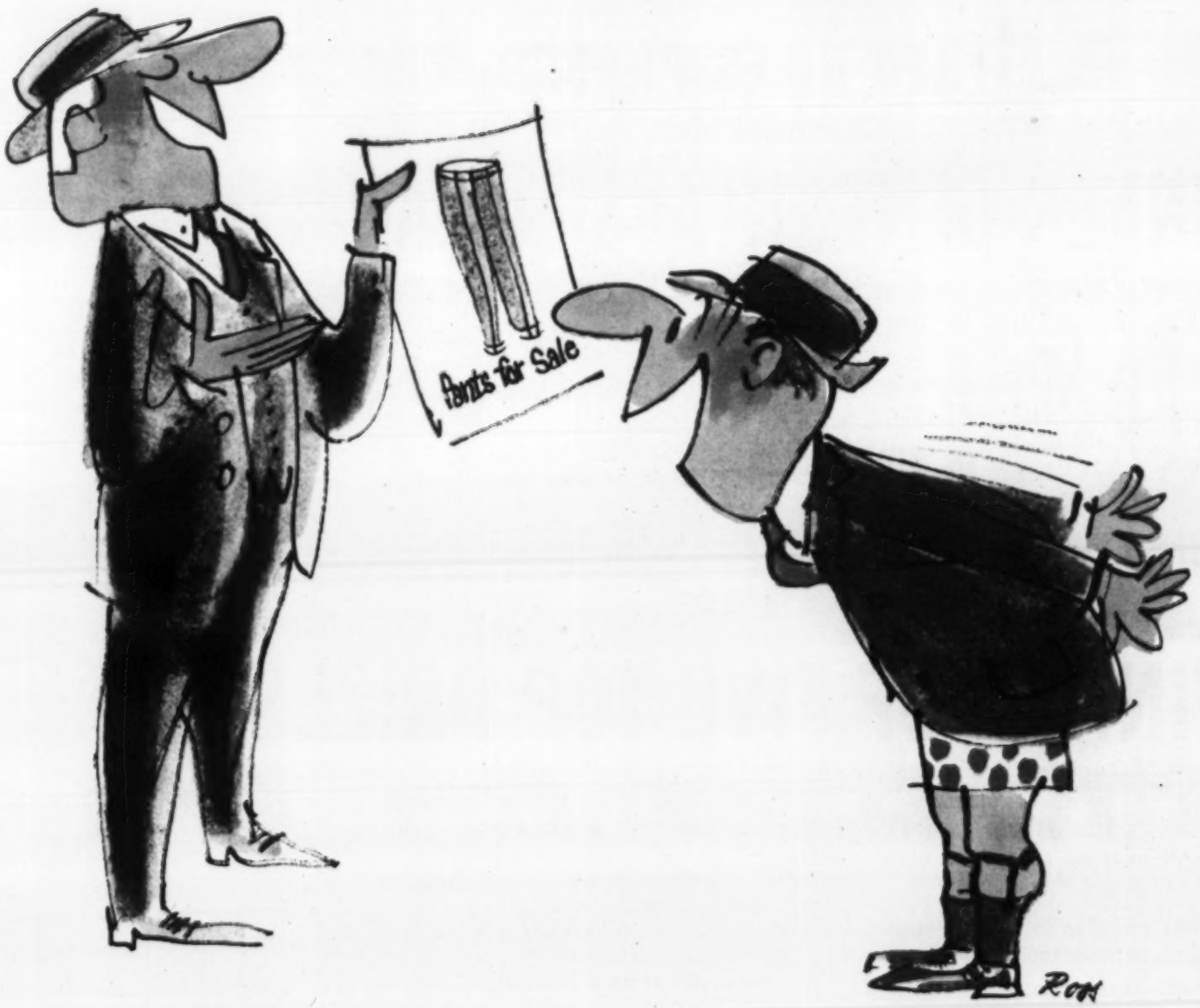
The Ann Colone Show is daily confirmation of the vitality of local, live day time tv. It takes its viewers (85% women) out of the kitchen, provides color, humor, and serious information, draws an audience double that of either of two competing network shows. It typifies the Corinthian approach to programming—that it is not enough to rely on network service, even when it is as good as CBS makes it. Corinthian stations create their own programs to meet specific regional needs and tastes. This builds audience loyalty, wins viewer respect, helps make friendly prospects for our advertisers.

KOTV TULSA *(H-R)*
KHOU-TV HOUSTON *(CBS-TV Spot Sales)*
KXTV SACRAMENTO *(H-R)*
WANE-TV FORT WAYNE *(H-R)*
WISH-TV INDIANAPOLIS *(H-R)*
WANE-AM FORT WAYNE *(H-R)*
WISH-AM INDIANAPOLIS *(H-R)*

Responsibility in Broadcasting

THE CORINTHIAN STATIONS

Triumphs of an advertising decision maker



HE ADVERTISED ONLY TO A SELL-ECTED AUDIENCE

A sell-ected audience means an audience of pre-sold, interested prospects—not padded with additional readers who aren't in the market for your product. (In other words, to sell pants it's smart to direct your message to folks who need, want, and are interested in pants.) Hearst Special Interest Magazines deliver only sell-ected readers who are biased—and in your direction!

HEARST magazines

13 keys to the special interests of 13 groups of people • • • American Druggist Bride & Home • Cosmopolitan • Good Housekeeping • Harper's Bazaar • House Beautiful • Motor Boating Motor • New Medical Materia • Popular Mechanics • Science Digest • Sports Afield • Town & Country

Selling Insurance?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 85,000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

ORAL HYGIENE
1005 LIBERTY AVENUE, PITTSBURGH 22, PENNSYLVANIA

National Provisioner Buys National Miller Publications

National Provisioner Inc., Chicago, publisher of *The National Provisioner, Purchasing Guide for the Meat Industry* and *Daily Market Service*, has acquired all of the assets of National Miller Publications Inc., Prospect Heights, Ill. National Miller publishes *Feeds Illustrated, American Miller & Processor, Consolidated Grain Milling Catalogs, Feed Trade Manual, American Milling Daily* and *Feeds Illustrated Daily*.

National Miller Publications is the outgrowth of the *American Miller* magazine, which began publication in 1873. *National Provisioner* began publication in 1891 and has been continuously published as a weekly since.

Public Utilities Elects Lietz

Public Utilities Advertising Assn., New York, has elected Frank C. Lietz, Northern Illinois Gas Co., Bellwood, Ill., president. Other new officers include Jack A. Fleming, Canadian Natural Gas Co. Ltd. and Northwestern Utilities Ltd., Calgary, 1st vp; James W. Lumpp, Union Electric Co., St. Louis, 2nd vp; Elton W. Stuenckel, So. Jersey Gas Co., Atlantic City, 3rd vp; Wesley Blish, Wisconsin Electric Power Co., Milwaukee, secretary, and Mead Schenck, Interstate Power Co., Dubuque, treasurer.

PREDICTION?—*In magazine ads announcing its sponsorship of telecasts of the Triple Crown of horse racing, Jos. Schlitz Brewing Co., Milwaukee, showed clairvoyance. The number on the horse in the ad was the same as Kentucky Derby winner Venetian Way's.*

Smaller Supermart Can Project Better Image, Says Corcoran

CHICAGO, May 31—Medium-size voluntary food chains can provide the desired "middle ground" for consumers between the "robotized" giant supermarket and the limited-choice corner grocery store, a researcher said here last week.

Speaking at the annual business conference of Red & White Corp., Martin J. R. Corcoran, president of Communication Research Corp., noted that either extreme in food merchandising is unfitted to meet the needs and desires of the consumers in the '60s.

"The modern American woman looks for greater meaning in her role both in the family and in the market," he said. "The challenge to the successful supermarketer is to meet that need with more personalized consumer oriented operations."

Mr. Corcoran advised the store group that "instead of attempting to imitate big brother in every way, or to restore some form of clerk service, I would strongly recommend that you create an identity all your own.

■ "Through sound research and careful planning, you can discover what you stand for in the minds of the consumers today. From this platform, you can build up a set of merchandising and operational policies that will be able to be communicated to the modern American homemaker.

"If you can offer the homemaker a set of store or brand policies with which she can identify," he said, "you may be able to bridge the gap of depersonalization and restore full meaning to the shopping role of the homemaker." #

FAN FRED NILES PRODUCTIONS

WINNER OF FESTIVAL'S TOP AWARD

FIRST TV SPOT PRODUCER WEST OF NEW YORK IN CHICAGO FILM PRODUCTION

Cited at the American TV Commercials Festival

WINNER OF FIVE TOP PRIZES

BEST TV ADVERTISING CAMPAIGN OF THE YEAR—Festival's top award for Niles-created and produced three-spot series.

DURKEE'S INSTANT MINCED ONIONS
Durkee's Famous Foods
Meldrum & Fewsmith, Cleveland

FIRST PRIZE IN PREPARED FOODS—One of the three in the top award winning live action series.

DURKEE'S INSTANT MINCED ONIONS
Durkee's Famous Foods
Meldrum & Fewsmith, Cleveland

FIRST PRIZE IN MEAT PRODUCTS—Only prize awarded in this category for Niles-created and produced animated-live-musical commercial.

KING COTTON PORK SAUSAGE
Buring Packing Company, Memphis

SECOND PRIZE IN HOUSEHOLD CLEANSERS — Niles created and produced "shoe shine boy" action tempo cut to music.

TEXIZE LIQUID DETERGENT
Texize Chemical Co.
Henderson Advertising, Greenville, S. C.

SECOND PRIZE IN PET FOODS—Produced at Niles Hollywood studios from agency storyboard.

KEN-L-RATION DOG FOOD
Quaker Oats Co.
J. Walter Thompson, Chicago

Niles' Chrysler Corporation picture named Best Industrial Film of the Year by Film Media.

FAN FRED A. NILES Productions, Inc.
1058 W. Washington Blvd. • Chicago 7 • SEeley 8-4181
In Hollywood: 5539 Sunset Blvd.

first again!

for 2d year in row
orlando
sentinel-star
judged best
in rop color
printing
among all
florida newspapers
at fla. newspaper
adv. executives
convention.

orlando
sentinel-star

The Seattle Times Color Rotogravure Pictorial is Seattle's most widely circulated and best read magazine. With circulation concentrated in the rich six-county Seattle Retail Trading Zone, it offers high impact local picture stories and a wide selection of nationally advertised products.

CONCENTRATION

1ST

in four-color Rotogravure Advertising in 11 of the major markets

The Seattle Times published *more* four-color national advertising in its Color Rotogravure Sunday Pictorial during the first quarter of 1960 than any other independent roto magazine in 11 of the major markets and two national supplements. This advertising ran in the newspaper that concentrates its circulation in a market where consumers spend 45 million dollars each week!

In 11 of the major markets during the first quarter of 1960 Sunday Rotogravure sections ran the following four-color national advertisements:

The Seattle Times 133	**Newspaper D . . 93**	**Newspaper H . . 65**
Newspaper A . . . 108	**Newspaper E . . 85**	**Newspaper I . . 65**
Newspaper B . . . 107	**Newspaper F . . 83**	**Newspaper J . . 57**
Newspaper C . . . 105	**Newspaper G . . 78**	

National Supplement A . . . . 109 **National Supplement B 61**

The Seattle Times

Represented by O'MARA & ORMSBEE, INC. • New York, Detroit, Chicago, Los Angeles and San Francisco
Member: Metro Rotogravure Group and Farwest Rotogravure Group.

BUY A KING-SIZE MARKET

EL PASO— CAPITAL CITY OF The Fabulous Southwest

EL PASO

NOW 5th CITY IN TEXAS

Population 271,903

Gain of 141, 418 over 1950 census.

El Paso . . . the city on the GROW

The El Paso Times

Morning and Sunday

El Paso Herald-Post

Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

Top '59-'60 TV Commercials Picked at TV Festival

NEW YORK, May 31—Top commercials of 1959-60 were selected here at the first American tv commercials festival and forum (AA, May 23). The committee of judges, comprised of 50 advertising executives, completed choosing the winners just prior to the awards luncheon, culminating the three-day screening sessions.

Selections, with ad agency and production company in parenthesis in each category, were:

Automobiles—Chevrolet station wagon, "Family Shopping Tour" (Campbell-Ewald, Robert Lawrence Productions).

Auto accessories—Delco car batteries, "Five Car Salute" (Campbell-Ewald, NBC telesales).

Apparel—Chemstrand nylon stockings, "Don't Forget Your Nylons" (DDB, Elliot, Unger & Elliot).

Appliances—G. E. refrigerator and freezer, "Elaine May & Mike Nichols" (Y&R, NBC telesales).

Baked goods—Fleischman's yeast, "Jam Coffee Braid" (JWT, Elliot, Unger & Elliot).

Beers & wines—Martini & Rossi vermouth, "Crate" (Reach, McClinton, Elliot, Unger & Elliot).

Breakfast cereals—Kellogg's Rice Krispies, "Sounds of Morning" (Leo Burnett, Robert Lawrence Productions).

Cigarets & cigars—Dutch Master cigars, "Haydn" (Erwin Wasey, Ruthrauff & Ryan, ABC-TV).

Coffee & teas—Maxwell House, "Eastern Percolator" (Ogilvy, Benson & Mather, TV Graphics).

Consumer service—(a tie) Minneapolis Gas Co., utility, "Newlyweds" (Knox-Reeves, Grantray-Lawrence) and Minneapolis Gas Co., utility-gas dryer, "Housewife-Clothesline" (Knox-Reeves, Playhouse pictures).

Cosmetics & toiletries—Fresh deodorant, "FR-15," (Daniel & Charles, Elliot, Unger & Elliot).

Dairy products—American Dairy Assn. ice cream, "Remember the Alamode" (Campbell-Mithun, TV Spots).

Program billboards, openings, closings—Ford Motor Co., openings on "Ernie Ford Show," (JWT, Playhouse).

Gasolines & oils—Union Oil of California, "Cutout" (Y&R, Universal).

Household cleaners & detergents—Lestoil, "Penetrating Agent" (Jackson Associates, Robert Lawrence Productions).

Home furnishings & maintenance—Drano, "Wrenches" (Y&R, Sarra).

Institutionals—GE, "Where Does the Money Go": (BBDO, CBS).

Public service—United Cerebral Palsy, "Puppet" (Newsfilm).

Jewelry, sports & toys—Elgin watches, "Baby" (JWT, Sarra).

Meat products—King Cotton, "Pork Sausage #1" (Rosengarten & Steinke, Fred A. Niles Productions).

Paper & wraps—Kaiser aluminum foil, "CF 501" (Y&R, Freberg with Playhouse).

Pet foods—Calo cat food, "Calo Tiger" (Foote, Cone & Belding, Cascade).

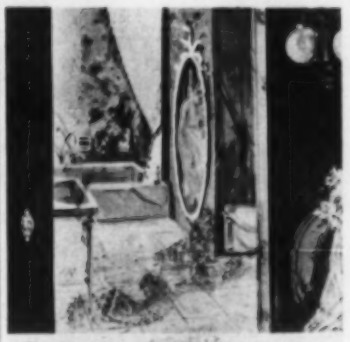
Pharmaceuticals—Johnson & Johnson Sheer Strip Band-Aid, "Sounds" #1268 (Y&R, On Film).

Prepared foods & mixes—Durkee Foods "Instant Minced Onions" (Meldrum & Fewsmith, Fred A. Niles Productions).

Soft drinks—Seven-Up, "Old Movie Kitchens" (JWT, Ray Patin Productions).

Travel & transportation—Northwest Orient Airlines, "Flip Cards" (Campbell-Mithun, Desilu).

8-10 second station identifications—Lestoil, "Dog" (Jackson Associates, Robert Lawrence Productions). #



DREYFUSS AFFAIR—*Crane Co.'s plumbing-heating-air conditioning group, Johnstown, Pa., is advertising its bathroom fixtures in color pages starting in the May 28 Saturday Evening Post. Copy plays up the "styling magic" of designer Henry Dreyfuss. Ads are also scheduled in American Home and Better Homes & Gardens. N. W. Ayer & Son is the agency*

Premium records by RCA Custom underscore new sales opportunities! RCA records are the completely flexible premium, always reaching the exact group you're after. Reason? There's a wide choice of music to suit your purpose—and audience—from RCA Victor's vast catalog. Whether you want singles or albums . . . stereo or monophonic . . . Respighi or rock 'n roll—RCA Custom is the name to remember.

And hear this! A 12" long play album is self liquidating at under a dollar . . . a 7" "45" at much less! Two more reasons why RCA records are the entertaining, glamorous, low cost premium you'll want to try.

For your next promotion, let RCA Custom add the sound of music. Complete service includes selection of music . . . recording . . . art work and finished covers . . . drop-shipping and warehousing. Write or phone now!

RCA CUSTOM RECORD SALES New York: 155 E. 24th St., MU 9-7200 • Chicago: 445 N. Lake Shore Dr., WH 4-3215 • Hollywood: 1510 N. Vine St., OL 4-1660 • Nashville: 800 17th Ave. S., AL 5-6691 • Canada: RCA Victor Company, Ltd., 1241 Guy St., Montreal; 225 Mutual St., Toronto

sell it with music

Philly Admen Elect Spiwak

Paul B. Spiwak, sales representative of Graphic Arts Inc., has been elected president of the Philadelphia Guild of Advertising Men. Other new officers include Spencer K. Meschter, vp of the Buckley Organization, 1st vp; Frank E. Swinland, of Westcott & Thompson, 2nd vp; John B. Maloney, art director of Tasty Baking Co., secretary, and Louis F. DiVlieger, of Braceland Bros., treasurer.

PUBLISHERS CLASSIFIED DEPARTMENT
9 S. CLINTON ST., CHICAGO 6, ILLINOIS
Please send
"MAGAZINE CLASSIFIED BY THE MILLIONS"
.....
.....
.....

IN INLAND CALIFORNIA
(AND WESTERN NEVADA)
BEELINE RADIO DELIVERS
MORE FOR THE MONEY

GOES CBS

Now KFBK is a *full-time CBS affiliate*. Top CBS news and entertainment features have been added to the already diversified and successful McClatchy programs. This will provide a balanced format which will attract more listener-loyalty than ever. And remember that KFBK is already Number One in ratings 94% of the time, 6 AM to midnight (Pulse, April '59).

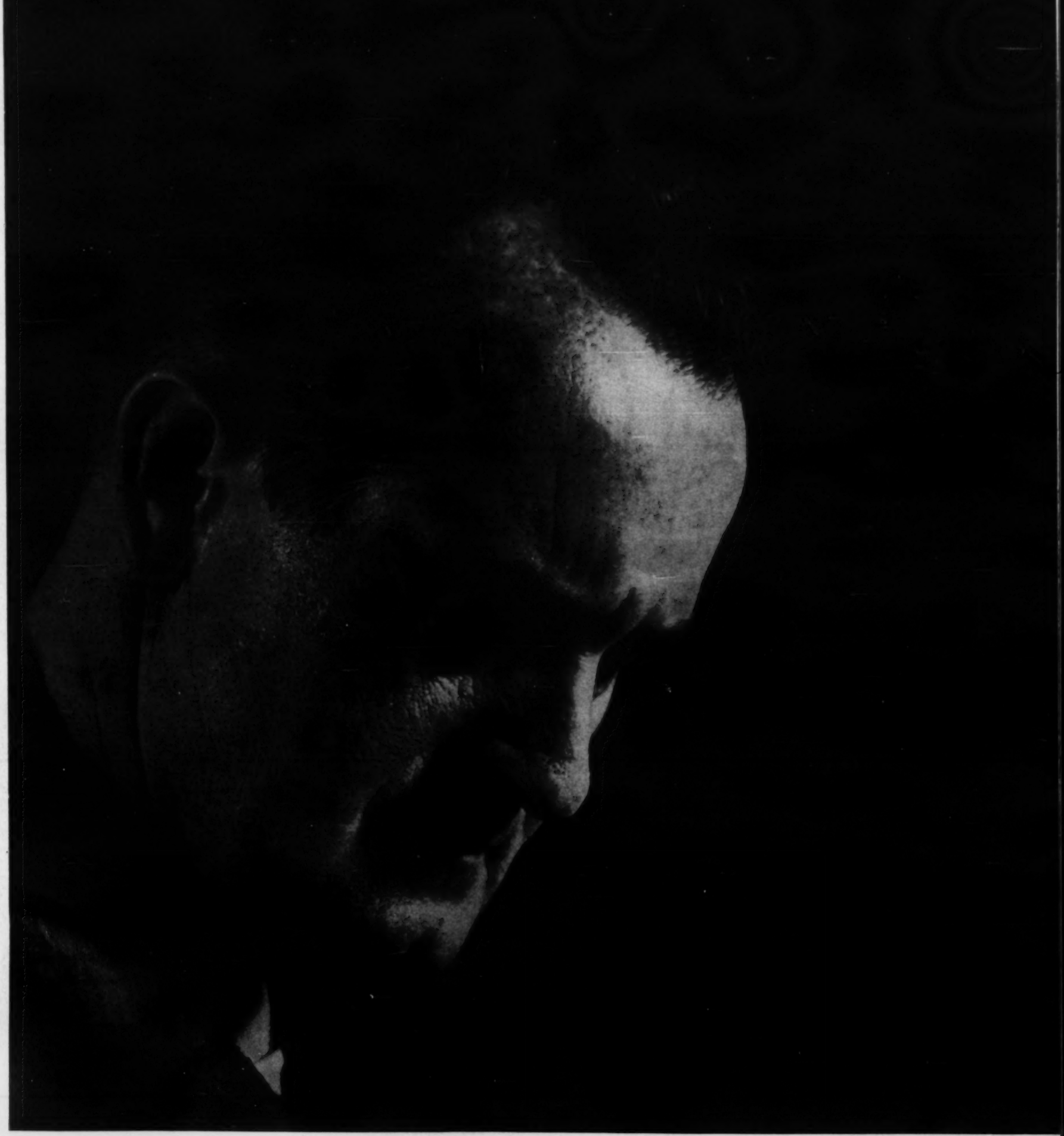
Proven performance *plus new CBS programming* means your radio story gets across for sure on KFBK.

McClatchy Broadcasting Company

Sacramento, California

Paul H. Raymer Co., National Representative

Capture 4 million farmers' undivided attention...



Local names...local places...local news...local faces give your ads more readership and believability

Add readership and believability—the guts of selling advertising—to your media schedule with State and Local Farm Papers. Independent surveys prove that they top all other farm publications in both!

To keep your prospects reading and believing, local editing takes advantage of differences in climate and farming practices. Over one hundred fifty editors travel over a million miles a year and make thousands of local calls to edit State and Local Farm Papers close to your customers. They travel the byways gathering local pictures, local names, and local news. This local effort puts your ads on a neighbor to neighbor basis with the $40 billion farm market . . . and 4 million farmers. You know how well familiar names can sell.

You can match State and Local Farm Paper circulation to your markets and outlets, too. Give your ads every opportunity to spark fast, powerful sales action. Get the full story—Write State and Local Farm Papers, Room 1600, 28 E. Jackson Blvd., Chicago.

Find out more about the rich farm market . . . Explore the great potential it offers.
Write for booklet—"Farmland USA." State and Local Farm Papers, Room 1600,
28 East Jackson Boulevard, Chicago, Illinois.

FIRST WITH FARM FAMILIES

STATE and LOCAL FARM PAPERS

American Agriculturist
Arizona Farmer Ranchman
California Farmer
Colorado Rancher & Farmer
The Dakota Farmer
The Farmer
The Farmer-Stockman
Florida Grower & Rancher
Idaho Farmer
Kansas Farmer
Michigan Farmer
Missouri Ruralist
Montana Farmer-Stockman
Nebraska Farmer
New England Homestead
Ohio Farmer
Oregon Farmer
Pennsylvania Farmer
Prairie Farmer
Rural New Yorker
Southern Planter
Utah Farmer
Wallaces Farmer
Washington Farmer
Wisconsin Agriculturist

Standard Packaging Gains

Standard Packaging Corp., New York, has reported net sales for the year ended Dec. 31, 1959, of $87,905,640, compared with 1958 net sales of $62,643,602. Net income for the year was $5,425,774, as compared with $2,483,834 in net income the preceding year. Net sales of Brown & Bigelow, St. Paul, Minn., which merged with Standard Packaging on Jan. 15, 1960, were $50,723,457 for the year ended Jan. 31, 1960. Net sales the preceding year were $50,727,433. Net income for the fiscal period ended Jan. 31, 1960 was $1,911,596, as compared with net income of $2,319,161 for the year ended Jan. 31, 1959. Brown & Bigelow, producer of "remembrance advertising" items, is now a division of Standard Packaging.

Datronics Names Groody

Datronics Engineers Inc., Bethesda, Md., designer of communications systems, has named Groody Advertising, New York, as its first agency.

Nirenberg Names Miller

Harold Miller Co., New York, has been named agency for M. Nirenberg Sons, manufacturers of Lion and Troy brand men's shirts.

3rd Class Mailers Offer to Help FTC Police Direct Mail

WASHINGTON, May 31—The Federal Trade Commission revealed last week that it is looking for ways to sharpen its patrolling of direct mail advertising, and it was promptly advised that it can count on help from the Associated Third Class Mail Users Assn.

The commission's director of investigation, Sherman Hill, revealed that a memo has been circulated requesting members of the commission's staff to check their own mail, or any mail that is brought to their attention.

Mr. Hill said direct mail is the big remaining loophole in the commission's new program for tighter supervision of advertising.

Broadcast and print media are all being systematically monitored, he said, but the commission has not found any way to keep its finger on the pulse of mail advertising.

"It is not feasible," he said, "for the bureau of investigation to obtain copies of direct mail advertising directly from the advertisers." However, "a substantial sampling" could be furnished by the staff in view of its numbers and geographical distribution, he said.

■ As soon as word of the new FTC program was announced, Harry J. Maginnis, executive manager of Associated Third Class Mail Users, wired FTC Chairman Earl Kintner that his association, representing 800 users and suppliers, offers "heartiest congratulations" and "pledges full cooperation."

"Our facilities will be placed at your disposal and our members will cooperate fully in supplying copies of their mailings," Mr. Maginnis said. "Honest advertising has nothing to fear and much to gain from a crackdown on the crooks," he declared.

"Public attitudes toward the mail medium have been adversely affected by fringe operators who use the mails to defraud. Suggest you have your investigators contact me to arrange a conference at which our full facilities will be placed at your disposal."

The material sought is advertising for products, as distinguished from services, and would be mostly in the form of letters and circulars, but might also include leaflets "and other such handout materials made available in any way by vendors of merchandise."

■ While FTC had done relatively little in the direct mail field, there has never been any question about its jurisdiction.

The most vigorous policing of mail advertising has been carried out by the Post Office Department under the postal fraud laws.

About a decade ago, however, in Reilly *vs.* Pincus, the Supreme Court dealt the postal fraud program a severe blow in a decision which rules that fraud orders must be supported by proof of intent.

In this same decision the court observed: "It is not amiss to point out that the Federal Trade Commission does have authority to issue cease and desist orders in cases like this without findings of fraud. But that remedy does not approach the severity of a mail fraud order. Unlike the postmaster general, the FTC cannot bar an offender from using the mails, an order which would wholly destroy a business. The strikingly different consequences of the orders issued by the two agencies on the basis of the analogous misrepresentations emphasize the importance of limiting Post Office Department orders to instances where actual fraud is clearly proved." #

Sylvania Boosts Russell

Frank H. Russell has been appointed ad manager of Sylvania Electronics Systems division of Sylvania Electric Products. Prior to his appointment to the newly created position in the division, located at Waltham, Mass., Mr. Russell was with Lenkurt Electric Co., a subsidiary of Sylvania's parent, General Telephone & Electronics Corp.

More and more Advertisers use the Farmer-Stockman for most-effective, lowest-cost coverage in

Texhoma-Land*

*RURAL TEXAS AND OKLAHOMA

FACT 1

FARMER - STOCKMAN advertising lineage for the 1st quarter of 1960

UP 25%

over last year . . . a greater increase than any of 34 other farm publications checked by Farm Publication Reports, Inc.**

For years—
Edited IN Texas FOR Texans!

FACT 2

FARMER-STOCKMAN gives penetrating coverage in Biggest Farm Market Area in U. S.!

The Farmer-Stockman reaches more Rural Customers in Texhoma-Land* than any other publication. And Texhoma-Land*, with Farm Income exceeding $2¾ billion in '59, is the most important farm income area in the nation.

For years—
Edited IN Oklahoma
FOR Oklahomans!

FACT 3

THE FARMER - STOCKMAN is edited separately for Texas . . . separately for Oklahoma!

For years—and still—the only farm publication edited separately for Texas . . . and edited separately for Oklahoma! Here is depth of readership, reader confidence and vigorous response made-to-order for your advertising!

For impressive Sales-Results in Texhoma-Land*, place your schedules in the Farmer-Stockman now! Write, wire or phone your nearest Farmer-Stockman office for space reservations!

436,476 Paid Subscribers — More than any other state farm paper!

*Rural Texas and Oklahoma ** Source: Farm Publication Reports, Inc.

The Farmer-Stockman

OKLAHOMA CITY • DALLAS

Director of Advertising, J. H. Hunter

SALES OFFICES:

CHICAGO 11, SUperior 7-6145, 400 N. Michigan Avenue, Lee Hainline, Mgr.
NEW YORK 17, MUrray Hill 4-3340, 420 Lexington Avenue, Joe Paulsen, Mgr.
OKLAHOMA CITY 1, CEntral 2-3311, 500 N. Broadway, Bill Pullen, Mgr.
DALLAS 5, LAkeside 1-3121, 4321 N. Central Expressway, Alex McCommas, Jr., Mgr.

STATE and LOCAL FARM PAPERS

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.

431 S. Dearborn St. • Chicago 5, Illinois

Who reads CHICAGO'S AMERICAN?

"I do" says Phyllis Marotto

Phyllis Marotto has been an American Airlines stewardess for 1½ years. A graduate of Siena High School, she is shown in the picture at the top of the page with Flight Captain Charles Lippincott of San Francisco, standing in front of an American Airlines Boeing 707 jetliner flagship.

"I meet the most interesting people, and I must be interesting, too. Conversation with passengers is an important part of my job. I must know about such a wide range of subjects as sports, national and world events... even business. So reading a daily newspaper is a MUST for me... and in Chicago my favorite newspaper is CHICAGO'S AMERICAN.

"Another reason I like CHICAGO'S AMERICAN is because it gives me helpful tips on good grooming. Kay Canfield and Lydia Lane are tops. Also, I meet many Hollywood celebrities in my travels, and so I keep up to date on their activities through Louella Parsons.

"Everywhere I go I have my favorite newspaper. Here at home, it's the AMERICAN."

Phyllis Marotto

CHICAGO'S AMERICAN

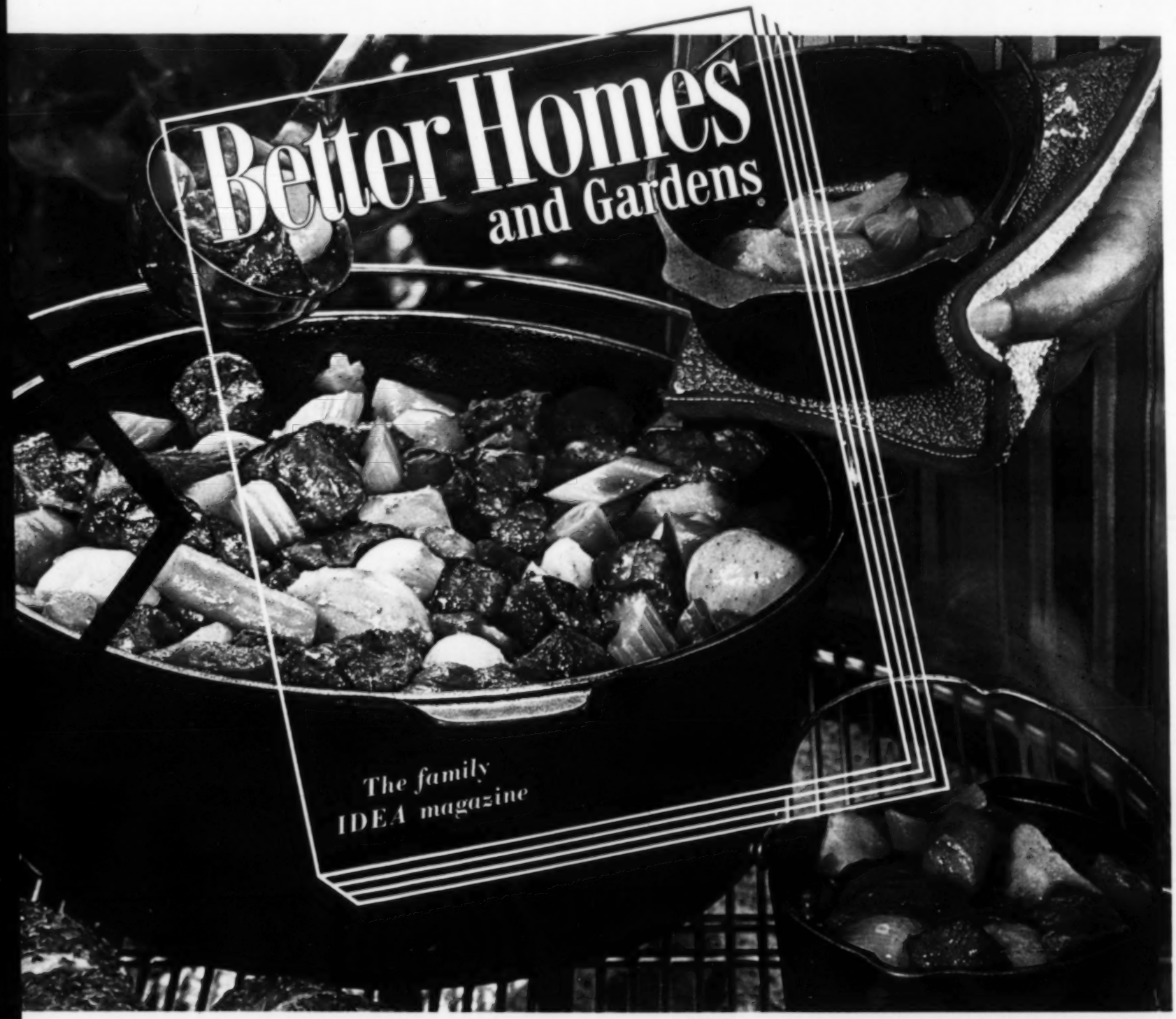
WHOLLY OWNED SUBSIDIARY OF THE TRIBUNE COMPANY, CHICAGO, ILLINOIS

People looking for ideas the

Better Homes and Gardens...

NOW 5,000,000 COPIES MONTHLY

look to family IDEA magazine



BH&G knows the recipe for cooking up ideas that people do something about!

The idea-power of Better Homes and Gardens is a mixture of many ingredients. It's a yeasty combination of the *kind* of people who read it, the mood they're in *when* they read it, and the climate of *action* that BH&G creates by sticking to its point, month after month. BH&G's point is this question and answer that underlies every article, every illustration: "*Do you want to live better? Here's how!*"

Every month, nearly sixteen million men and women look to Better Homes and Gardens for ideas about how to live better. During the year, a third of America—the family-centered, top-spending third—turns to BH&G for ideas they can turn into action. That's why it's such a productive place to advertise the innumerable products an idea-hungry family can use! *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

. . where America shops for ideas that make sales

901 EAST 8TH AVE
DENVER 18, COLORADO
ACOMA 2-7539

PROMOTION TIME U.S.A.

PLEASE SEND PARTICULARS

MR. _____ TITLE _____

CITY _____ STATE _____

FIRM _____

ADDRESS _____

PUT SOME KICK IN YOUR

FOOTBALL

PROMOTION

THIS FALL

EXCLUSIVE TERRITORY CONTRACTS NOW BEING SIGNED DURING JUNE AND JULY ONLY FOR —

TOUCHDOWN

For something different and sensational to intrigue the public and gain top results — WRITE NOW — DON'T WAIT.

Coming Conventions

June 5-8. Advertising Federation of America, 56th annual convention, Hotel Astor, New York.

June 5-9. Assn. of Industrial Advertisers, annual convention, Shoreham Hotel, Washington, D. C.

June 8-9. Fifth annual Circulation Seminar for Business Publications, Pick-Congress Hotel, Chicago.

June 12-14. New England Newspaper Advertising Executives Assn., summer meeting, Griswold Hotel & Country Club, Groton, Conn.

June 12-15. National Assn. of Direct Selling Companies, Hotel Statler, New York.

June 15-17. American Marketing Assn., annual meeting, Hotel Leamington, Minneapolis.

June 16-18. Florida Assn. of Broadcasters, annual meeting, Hotel Robert Meyer, Jacksonville.

June 19-24. National Advertising Agency Network, national conference, Oyster Harbors Club, Osterville, Mass.

June 20-24. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

June 23-25. Maryland-D.C. Broadcasters Assn., annual meeting, Ocean City, Md.

June 24-25. Colorado Broadcasters Assn., Continental Hotel, Pueblo.

June 26-29. Advertising Assn. of the West, annual convention, Hotel Del Prado, Mexico City.

July 10-13. Newspaper Advertising Executives Assn., summer meeting, St. Francis Hotel, San Francisco.

July 10-16. Outdoor Advertising Assn. of America, annual meeting, to be held in conjunction with the International Congress of Outdoor Advertising, Royal York Hotel, Toronto.

July 24-Aug. 5. Advertising Federation of America, second annual management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Aug. 12-13. Arkansas Broadcasters Assn., Hotel Marion, Little Rock.

Aug. 26-27. Oklahoma Broadcasters Assn., Western Hills Lodge, Wagoner.

Sept. 2-4. West Virginia Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 9-11. Iowa Daily Press Assn., 26th annual meeting, Des Moines.

Sept. 16-19. Mail Advertising Service Assn., annual convention, Sheraton Cadillac Hotel, Detroit.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Sept. 22-24. Advertising Federation of America, 10th District, Little Rock, Ark.

Sept. 28. Assn. of National Advertisers, Workshop on Advertising Management, Ambassador Hotel, Chicago.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 4-5. Advertising Research Foundation, 6th annual conference, Hotel Commodore, New York.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 12-15. National Newspaper Promotion Assn., Southern Regional Workshop, Phoenix Hotel, Lexington, Ky.

Oct. 13-15. Pennsylvania Newspaper Publishers' Assn., annual convention, Penn Harris Hotel, Harrisburg.

Oct. 16-17. Texas Assn. of Broadcasters, fall convention, Sheraton-Dallas Hotel, Dallas.

Oct. 16-18. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn. annual convention, Advertising Club of New York.

Oct. 18-21. National Assn. of Educational Broadcasters, annual convention, King Edward Hotel, Toronto.

Oct. 19-21. Audit Bureau of Circulations, annual meeting, Biltmore Hotel, New York.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Nov. 13-16. Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Va.

Nov. 14-16. Broadcasters' Promotion Assn., annual convention, Sheraton Charles Hotel, New Orleans.

Nov. 14-16. Southern Newspaper Publishers Assn., 57th anniversary convention, Boca Raton Hotel and Club, Boca Raton, Fla.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

Winkelman Boosts Thrasher

James T. Thrasher has been named advertising director of Winkelman Bros. Apparel, Detroit, operator of a chain of women's stores. He has been assistant director.

The bustling, booming **OMAHA METRO AREA**

IS LESS THAN HALF the **World-Herald Market**

The World-Herald Market is all the people your advertising reaches when you run it in the Omaha World-Herald. It's a big market. We cover the world's largest livestock center and one of the mid-west's major trade centers like steerhide covers a steer.

But over half our circulation lies outside the Omaha metropolitan area. World-Herald circulation in outstate Nebraska and 10 key counties of Western Iowa is 111.8% more than the circulation in the Omaha Metro area. This bigger half of the diversified World-Herald Market has a retail sales potential of $634,689,000. The retail sales potential for the entire World-Herald Market is $1,202,389,000. That's why we say R. S. V. P. —retail sales very potential.

Discounts Available
Bulk—5% to 18%
Frequency—10% to 24%

Omaha World-Herald

Daily: 250,113 with less than 5% duplication; Sunday: 261,701
Publisher's statement for 6 months ending March 31, 1960

O'MARA & ORMSBEE, INC., National Representatives New York • Chicago • Detroit • Los Angeles • San Francisco

iP

A NEW STANDARD FOR MEASURING THE EFFICIENCY OF THE ADVERTISING DOLLAR

The OIL AND GAS JOURNAL

TULSA, OKLAHOMA

22¢ buys 1,000 exposures in Outdoor, the *Persistent* Primary Medium!

While other major media talk about exposure costs in terms of a dollar, a dollar and a half, even two dollars a thousand, Outdoor lets you show your message to 1,000 people for only *22¢*.

With Outdoor you show your message to people in a uniquely effective way. Big, to make it impressive. Simple to make it memorable. Colorful to give a real-life product identity. Close to the point-of-sale to make it pay off, fast.

Most important, Outdoor gives you the essential quality of *persistence*. Studies show that your message in Outdoor is exposed *repetitively* 21 times a month to an average of 94% of all the car owning households in a market.

OAI — national sales representative of the Outdoor advertising medium—will put research, planning, creative, and merchandising services at your disposal to help Outdoor go to work persistently for you.

OAI OUTDOOR ADVERTISING INCORPORATED

With offices in: *Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle.*

Government-Backed Unit to Protect Buyers Needed in Britain, PEP Study Declares

LONDON, May 31—British consumers need more "unbiased information" about goods and services on the market.

This need can perhaps best be met by the formation of a public service organization, financed by the government and independent of business.

This proposal, which could have far-reaching effects on the British advertising industry, is made in a new booklet, "Consumer Protection & Enlightenment," published here by Political & Economic Planning.

■ PEP is an influential, independent, non-party organization founded in 1931 to study problems of public concern. It is supported by subscriptions from industry and private individuals, by grants from educational trusts and by sales of its publications.

"Consumer Protection & Enlightenment," priced at 55¢, depicts the current plight of the consumer as follows:

"Encouraged by ever more pressing advertising and other sales promotion as well as by having more money to spend, consumers are perhaps more confused when wanting to buy than ever before.

"This confusion is not lessened by the guidance they received from advertisements or in the shops. The necessarily one-sided and the often extravagant nature of advertising, the growth of self-service stores and the quickly declining usefulness as guides of shopkeepers and shop assistants serve to increase rather than reduce the confusion."

■ The PEP booklet sharply criticizes the advertising industry for its "effectively applied self-imposed rule" against "knocking copy." PEP views this rule as a restraint of trade "for it limits the competitiveness of advertising."

This prohibition against "knocking copy," it adds, "is why consumers are told such rubbish as A is best, B goes fastest, C washes whitest, D is cheapest, E is cleanest. The no 'knocking copy' rule forces intelligent manufacturers and educated people in agencies to invent one meaningless superlative after another."

■ After reviewing the considerable protection consumers enjoy under British law, the booklet criticizes the Restrictive Practices Act which makes collective resale price maintenance illegal but gives manufacturers the right to enforce their own resale prices.

"Those who are for resale price maintenance have so far not been able to make a convincing case for retaining this restriction," it says. "The prosperity of retailers and manufacturers in the U. S., where individual resale price maintenance has virtually disappeared, shows that freedom to compete on price has not harmed traders. And the popularity of discount houses there seems to indicate that they enable many consumers to find satisfactory buys."

Regarding protection by manufacturer's and retailer's brands, the broadside says:

"It is often said that a manufacturer's or retailer's brand provides the consumer with all the protection he needs. This is as exaggerated a statement as: 'If it's on the market, it must be good.'

"A brand backed up by massive advertising and/or distribution may give the consumer confidence but cannot give him protection. Some manufacturers and retailers have taken the trouble to back up their brands with consistency in the quality of all or most of their products and with a sensible policy for dealing with customers' complaints.

"But there are many 'reputable' companies whose brand names are household words who do not consistently supply good value for money and who have an appalling attitude to dissatisfied customers."

■ Dealing with advertising in the role of consumer information, the booklet says that some advertising is informative and the rest is persuasive.

"Some of the informative advertising is helpful in that it tells the consumer at least part of what he wants to know about the goods and services on the market. But for consumers, too much of the informative advertising is not helpful either because the information is incomplete or because some of it is misleading.

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the **complete** service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM
★ CONSUMER

Send for Booklet No. 59
"Clippings Benefit Business"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WA bash 2-8419

"Some of the persuasive advertising is amusing, some of it is silly, and some of it is dishonest.

■ "Attempts to draw accurate dividing lines between informative and persuasive advertising and between honest and dishonest advertising usually fail. The fact remains, however, that despite the existence of advertising trade codes and policing bodies plainly dishonest advertising still persists. It is this relatively small amount of advertising that, together with the large amount of silly advertising, provides ammunition for those who seek greater statutory control of advertising."

PEP refers to the government-appointed Departmental Committee on Consumer Protection set up last year with wide terms of reference. The committee, known as the Molony Committee after its chairman, J. T. Molony, is expected to submit a number of interim reports but its final report is not expected until 1962.

■ "From the evidence published so far, two clear impressions emerge," says the booklet.

"First, few very drastic changes of Acts of Parliament and regulations appear to be required. What is needed badly, however, is some clearing-up to bring them up to date and to facilitate their enforcement.

"Second, a national body concentrating on matters affecting consumers appears to be needed by common consent. Such a body, clearly, would have to be government financed to survive and would have to be run independently of business to command the confidence of consumers. . . .

"It is clearly desirable from everyone's point of view that the shopping public should become better and better informed and more discriminating so as to force manufacturers and distributors to raise their standards faster than they would under the stimulus of imperfect competition. But to enable consumers to exercise the necessary discrimination they need more unbiased information about goods and services on the market. They are beginning to get this in ever greater volume." #

Macy's Gets European Ads on Reciprocal Basis

R. H. Macy & Co., New York, has worked out an exchange advertising program with seven leading department stores in Europe. Under the plan, Macy's and each of the foreign stores will run identical ads on the same day in their respective cities. The May 24 issues of the *New York Times* and *Le Soir* of Brussels carried the first in this series—a tieup between Macy's and L'Innovation of Brussels.

Copy appearing in both cities said: "In Brussels, shop where the people of Brussels shop . . . at L'Innovation." And: "In New York, shop where New Yorkers shop . . . Macy's." The ad ran in both papers, in French and English. Future ads will link Macy's with Magazijn de Bijenkorf, Amsterdam; Magasins du Nord, Copenhagen; La Rinascente, Milan; Galeries Lafayette, Paris; Nordiska Kompaniet, Stockholm, and Globus Stores, Zurich.

Quinn to Doherty, Clifford

Stanley J. Quinn Jr., formerly president of Quinn-McKinney Productions, has been appointed vp and director of tv-radio programming and production at Doherty, Clifford, Steers & Shenfield, New York. He replaces Robert Nathe, who recently joined Don Sharpe Enterprises, tv film producer.

Dreher Adds Client

Manufacturers' Marketing Co., New York, has appointed Monroe F. Dreher Inc., New York, to handle its advertising. The company distributes the English-made Goddard waxes and polishes, as well as other imported quality products. Ettinger Advertising Agency is the previous agency of record.

Edward Ochs to Formulette

Edward A. Ochs, formerly vp in charge of marketing for Hazel Bishop Inc., has joined Formulette Co., New York, as exec vp, in charge of sales and marketing.

the twenty-six hundred!"

Recently, the Lions Club Women's Auxiliary of Bustleton, Pa., in cooperation with the Pennsylvania Working Home for the Blind, asked us to appeal to our listeners for old eyeglasses. What a response! Twenty-six hundred pairs in thirty days!

They now have been turned over to "New Eyes for the Needy," a non-profit organization which, for 47 years, has been reclaiming old glasses to provide new ones and artificial eyes to thousands each year who cannot afford them.

Some frames are reusable. Metal frames are melted down and redeemed for cash which is sent back to the source organization.

So, to each contributor, for ourselves and for all the needy persons who will receive "new eyes," we say—thanks a million.

"New Eyes for the Needy" is but one of many distinguished community efforts in which WIBG is proud to lend a hand.

Philadelphia listens to **WIBG** *the Storer station*

STORER BROADCASTING COMPANY

33 years of community service

HE CAN HELP YOU

If you're looking for fast Direct National Distribution

Barney Kingston, Merchandising Director

Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or services lends itself to personal selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to move merchandise through modern direct selling—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 35-year sales-tested plan for consideration; sample plan starts 50 new companies every month . . . many of which now do from $250,000 to more than $12½ million annually.

Send factual data to our Merchandising Director, Barney Kingston, Dept. P-120 Salesman's OPPORTUNITY Magazine, 850 North Dearborn Street, Chicago 10, Ill.

Information for Advertisers

The 1960 edition of the "North Carolina Directory of Manufacturing Firms" has been published by the **North Carolina Department of Labor.** The directory lists 5,400 plants, giving mailing address, name of the official in charge, and code references as to the type of industry, county location and approximate number of employes. Priced at $5 per copy, the directory is available from the North Carolina Department of Labor, P.O. Box 1151, Raleigh.

• **Southwestern Publishing Co.** has published the "1960 Annual Consumer Analysis" of buying habits of families in the Fort Smith, Ark., metropolitan area. The survey covers grocery products, beverages, household cleansers, laundry supplies, appliances, drugs and toiletries, boats and outboard motors and gasoline. Copies are available from Henry S. Dunn, national advertising manager, Southwestern Publishing Co., 920 Rogers Ave., Fort Smith.

• "What You Need to Know About Film Strips/Slide Shows," covering the problems, benefits and procedure in setting up a filmstrip-slide show program, is available at $1 per copy from **Graphics Institute,** the Penthouse, 42 W. 39th St., New York 18.

• "Tulsa Brand Preference Study of Selected Products, 1960," has been published by the college of business administration, **University of Tulsa** and the Magic Empire Grocers' Assn. Items covered in the study include automotive, trading stamps, food, drug and cosmetics, soaps, and home appliances. Priced at $3 per copy, the survey is available from M. M. Hargrove, dean of the college of business administration, University of Tulsa.

• **Union-Tribune Publishing Co.** has published an 'Index of San Diego Business Activity & Related Statistical Data, 1960." Included in the survey is data on natural resources, water resources, population, employment and income, manufacturing, agriculture, public utilities, and construction. Additional information may be obtained from Irvine W. Reynolds, chief economist, Economic Research Dept., Union-Tribune Publishing Co., 940 Third Ave., San Diego 12.

• Data on the market potential of Manitoba, including production, business activity, transportation, communication and key market areas are included in a 16-page report, "Manitoba Market Study," published by **Trade & Commerce,** 365 Bannatyne Ave., Winnipeg 2.

• A 12-page illustrated handbook containing guidance on planning closed circuit tv programs, including a cost breakdown of cost items in program origination, reception, and line and loop charges, is available from **Giantview Television Network,** 901 Livernois, Ferndale 20, Mich.

• Production data for the metalworking industries, including price earnings and labor are statistically detailed in a 48-page booklet, "Metalworking Facts & Figures," available from **Steel,** Penton Bldg., Cleveland 13.

• "The Market of Chemicals in the Pape. & Pulp Industry," a study giving data on the use of chemicals in the pulp and paper industry and chemicals used in each process from pulp making to coating, is available from **Paper Trade Journal,** 49 W. 45th St., New York 36.

• "1960 Food Topics Directory of Cooperative Food Distributors," containing information on these types of food outlets, has been published by **Topics Publishing Co.** Priced at $15 per copy, the survey is available from Topics Publishing Co., 155 E. 44th St., New York 17.

• "Display-Flex in Continuous Rolls," an 8-page booklet which describes flexographic printing and illustrates varied types of point of purchase display in plain and corrugated rolls, is available from **Fuller Displays** 5-39 48th Ave., Long Island City 1, N.Y.

• "Brand Comparisons of Cigarets," a survey of smoking habits of men and women, with breakdowns according to age, filter and non-filter and individual brands, has been published by **Television Advertising Representatives Inc.** Additional information is available from Bob Bernstein, Television Advertising Representatives, 666 Fifth Ave., New York 19.

• How advertisers have used television to accomplish various ends is chronicled in a series of nine brochures available from **CBS Television Spot Sales,** Dept. A, 485 Madison Ave., New York 22.

• Basic steps necessary to assure proper execution of a test marketing program, plus sections on what to do prior to initiating a test, what can be tested and the importance of accuracy, efficiency and objectivity are included in "20 Steps to Successful Test Marketing," which is available from Food/Drug Industry Relations, **A. C. Nielsen Co.,** 2101 Howard St., Chicago 45.

• The 1960 edition of "Facts in Grocery Distribution," 27th consecutive annual survey of food distribution, has been published by the **Progressive Grocer.** Included in the survey are highlights of food retailing in 1959, summary of 1958-'59 sales—food stores, growth in number of supermarkets, trading stamps in supermarkets and how they affect supermarket sales, growth of self-service meat departments and trends in independent store sales and chain store sales. Additional information is available from R. W. Mueller, editor, *Progressive Grocer,* 161 Sixth Ave., New York 13.

• In the last months of 1959, **Yuste Publicidad,** Buenos Aires, gathered together material from its statistics and market research departments that could be used to give a fair idea of the country. With this data Yuste has published an index of commercial absorption capacity that can be used in planning advertising budgets for national distribution without particular reasons for concentrating in certain zones. Additional information is available from Roberto C. Presas, Yuste Publicidad, Bolivar 569, Buenos Aires. #

Need Source Material For a Campaign?

- Press Clippings can provide you with the necessary source material for a sales or advertising campaign based on actual events . . . can enable you to use real news rather than fictional situations to substantiate your claims and to convince your prospective customers. Invaluable for agency new business presentations. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

'An Age of Phonies'? . . .

Stop Being Clever; Sell Clients' Merchandise, Bernbach Tells Four A's

Institutional Copy for Ad Business 'Not Believable,' Arnold Tells Californians

SAN FRANCISCO, May 31—The job of creative people in advertising, in the opinion of William Bernbach, president of Doyle Dane Bernbach, New York, "is to sell our clients' merchandise . . . not ourselves."

Mr. Bernbach was one of two principal speakers before the third annual creative seminar of the Northern California council, American Assn. of Advertising Agencies, last week. He asserted that "our job is to kill the clevernesses that make us shine instead of the product.

"Our job," he declared, "is to simplify, to tear away the unrelated, to pluck out the weeds that are smothering the product message. You are not right if, in your ad, you stand a man on his head just to get attention. You are right if you have him on his head to show how your product keeps things from falling out of his pockets."

■ Mr. Bernbach listed five major areas of "the responsibilities of the creative man in advertising to the client." These he described as:

1. Not to follow, but to lead.
2. To get your ad looked at.
3. Don't create at the expense of selling.
4. Establish a personality for the client's product.
5. Stand up to the client when convictions demand it.

"It is a matter of simple morality," Mr. Bernbach said, "that a client pays us money for which he is entitled to a skilful and honest effort. Imitation, however, can be commercial suicide. You owe it to your client to think new thoughts."

■ Ads will not be noticed, Mr. Bernbach warned, "unless they are sparked with the vitality of a healthy, strong interest in what you are doing and unless the intensity of your desire to do a great job shines through the words and pictures."

An ad can be "beautiful but dumb," Mr. Bernbach pointed out, in urging his 350 listeners not to create at the expense of selling "or to think you are above selling to the masses."

Mr. Bernbach, although recognizing the importance of creativity in advertising, said that he fears admen may "keep the good taste and lose the sell. I fear all the sins we may create in the name of creativity. I fear that we may be entering an age of phonies."

There is no greater disservice that an advertising man can do his client, Mr. Bernbach declared, "than not fight for what he deeply believes in. If you submerge your convictions, you will produce advertising without convictions, and that kind of advertising will never sell anything."

■ Maxwell Arnold Jr., vp and copy director in the San Francisco office of Guild, Bascom & Bonfigli, declared, "It's people like me whom advertising helps to enjoy the good life—good income, complimentary subscriptions to top magazines, choice seats on the [Boeing] 707 and every conceivable credit card that exists."

Mr. Arnold asked, however, "Why does advertising, when it's advertising advertising, do advertising it wouldn't let any other client dictate?"

The slogan "Advertising helps you, the people, enjoy the good life," in Mr. Arnold's opinion, "simply is not believable. It assigns to the client an altruistic motive where none exists. I wonder how many people we sell when we advertise ourselves?

"The creative advertising we do for ourselves," Mr. Arnold said, "is so misleading and unbelievable that we would never dream of doing the same kind of hokum for a client. It is our confusion over our very own brand image that leads us into self-deceiving ads.

■ "My belief is that humbug about advertising comes, to a great degree, from advertising's creative people, who feel the need for self-justification, for finding themselves in commerce instead of art.

"The cause of much of today's freakish advertising," Mr. Arnold contended, "is not an attempt to be different or diverting. It comes from creative people deceiving themselves about the real nature of advertising.

"In our efforts to prove it is an art, some of us are making it too arty. In our efforts to prove that it is a profession, some of us are even making advertising too professional.

"We spend too much time concerning and confusing ourselves about what advertising is—profession, art, science, public benefactor. It's bad enough for the confusion to mislead us into the kind of advertising we prepare in our own behalf, and it's worse when it reverberates in the advertising we do for our clients."

■ In defining advertising, Mr. Arnold went to Webster's: "Advertising is the act or business of preparing and circulating advertisements."

"For my money," he concluded, "advertising is a business, with money as the strong motive. Why don't we simply say we belong to the ad business.

"The best way to advertise ourselves is in the character of the advertising we do for our clients. If this shows integrity and sensitivity and self respect, we will no longer have to bedevil ourselves with our own advertising campaigns."

■ David Botsford Jr., chairman of the board of Botsford, Constantine & Gardner and Four A's council chairman, presided jointly with Gilbert Burton, vp and general manager in the Los Angeles office of Guild, Bascom & Bonfigli. Mr.

WGN WINS AGAIN!

For two years in a row, radio station WGN, Chicago, has won the coveted Alfred P. Sloan Award for distinguished public service in highway safety. The citation reads as follows:

"WGN Radio in 1959 virtually doubled the traffic safety programming that earned the station a Sloan Award last year.

"Notable were its Signal 10 program which imaginatively attacked the problem of traffic law enforcement in a two-state area; a safety slogan contest that drew more than 10,000 entries; its frequent Trafficopter reports, daily providing helpful services to motorists and effectively tied in with instructive safety facts; and, in addition, a heavy volume of safety spots and announcements.

"WGN's Safety Crusade doubtless has been an important factor in the recent improvement of Chicago's traffic accident record."

WGN RADIO CHICAGO

First in Service

prestige

MAGAZINES

for their important color lithography work rely on The Regensteiner Corporation, now celebrating 50 years of service as one of the nation's largest producers of quality color printing.

Our 50th YEAR

REGENSTEINER CORPORATION

award-winning color/black & white lithography

Jackson Boulevard and Racine Avenue
MOnroe 6-4200 • Chicago 7, Illinois

New York office: 520 Fifth Avenue
OXford 7-0167

Burton is governor of the Four A's Northern California council.

An audience participation panel entitled "Match with the Experts" involved an evaluation of some 20 advertising campaigns screened at the seminar. Scoring sheets enabled the audience to rate the campaigns and compare them with the ratings by the panel.

The panel consisted of Jack Allen, art director, Young & Rubicam; John Conner, vp and creative director, Cunningham & Walsh; Link Malmquist, free lance artist and formerly vp and senior art director, Foote, Cone & Belding; James C. Nelson Jr., vp and creative director, Hoefer, Dieterich & Brown, all of San Francisco.

■ A second panel reviewed "Campaigns the Client Almost Didn't Buy." It consisted of Wallace X. Aron, exec vp, Richard N. Meltzer Advertising; David Boffey, vp and regional creative director, McCann-Erickson; Peter Day, creative director, Botsford, Constantine & Gardner. #

Bacon's Offers Research

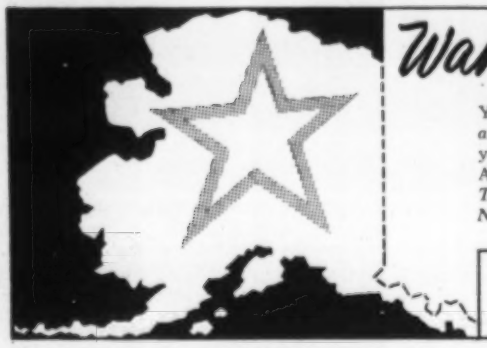
Bacon's Clipping Bureau, Chicago, clipping service, is now offering selective subject research, a service by which Bacon's clips articles on specific subjects for use in research. A brochure detailing the service is available from Bacon's, 14 E. Jackson Blvd.

Gillette Names Vail, Chisholm

Gillette Safety Razor Co., Boston, has named William E. Vail trade relations manager and Howard D. Chisholm variety sales manager. Mr. Vail was formerly customer relations manager in the food and tobacco fields; Mr. Chrisholm had been a government account representative.

Kal, Ehrlich to Handle United Givers Fund Push

Kal, Ehrlich & Merrick, Washington, has been named volunteer agency for the United Givers Fund's fifth annual campaign this fall. Last year's campaign was handled by M. Belmont Ver Standig Inc.



Want to Sell JUNEAU?

Your ad in *The Daily Alaska Empire* is the way to reach—*and sell*—the people of this important Alaskan city. Call your West-Holliday man and stake your claim in the rich Alaska market. Ask, too, about *The Ketchikan News, The Anchorage Daily Times* and *The Fairbanks Daily News-Miner*. Buy these Alaska Dailies—and SELL Alaska!

REPRESENTED BY
WEST-HOLLIDAY Co Inc
NEW YORK · CHICAGO · DETROIT · DENVER · LOS ANGELES · SAN FRANCISCO · PORTLAND · SEATTLE

MOTOROLA PROMOTION scores with Wilson

Here's Otto Graham, "Mr. Football," building store traffic for a local Motorola dealer. Graham is a member of the famed Wilson Advisory Staff.

Graham scores points at the point of sale. Wilson promotions are planned right down to the dealer showroom.

A good promotion needs more than a good incentive to make it pay off in sales and profits. You need complete planning—imaginative incentives—eye-catching showmanship. Only Wilson, with the best known and most accepted name in sports, gives you all three. Our premium experts can put the Wilson Advisory Staff on your team—names like Sam Snead, Otto Graham, Ted Williams.

Fill out the coupon. Find out how Wilson can give you a real boost to your next promotion.

Sales Win With Wilson

NPSE MEMBER

WILSON SPORTING GOODS CO., CHICAGO
(A subsidiary of Wilson & Co., Inc.)

PREMIUM DEPT. B WILSON SPORTING GOODS CO., 2233 West Street, River Grove, Illinois

I'd like to know more about the promotion possibilities of Wilson equipment and Wilson Advisory Staff.

NAME_____

COMPANY_____ POSITION_____

STREET_____ CITY_____ STATE_____

Reynolds Metals Sets $2,500,000 'Easy Living' Push

RICHMOND, May 31—Reynolds Metals Co. will spend $2,500,000 to promote the Easy Living program, an extension of its House of Ease promotion (AA, March 16, 1959), designed to help participating builders capture a greater share of consumer dollars with the theme, "good living through home ownership." The program backs Reynold's aluminum building products package.

The national campaign for Easy Living follows the same pattern used last year for the House of Ease program, hitting the theme of a "new concept in housing . . . where thanks to the large scale use of aluminum, the householder is at last freed of the heavy maintenance that has plagued him ever since homes have been built."

■ Local promotional material, with minor exceptions, according to David F. Beard, general director of advertising, does not bear the Reynolds name, "and when it does, it is always subordinate to the builder's."

Ads are planned in *Good Housekeeping, House Beautiful, Living for Young Homemakers, Parents' Magazine* and five home building manuals.

Network tv will be used, with a total of about 60 commercial minutes scheduled.

About 1,000 builders are expected to participate in the Easy Living program, which will feature homes priced as low as $10,000, featuring a combination of ten or more low-maintenance aluminum products as standard equipment. Reynolds reports that until now such aluminum packages were available only in Reynolds' House of Ease prestige homes, costing from $18,500 to $55,000.

■ Reynolds forecasts that about 45,000 aluminum clad homes will be built this year.

In 1959, 70 home builders joined the House of Ease program.

Reynolds' agencies for the new program are Lennen & Newell, New York, and Zimmer-McClaskey-Frank, Richmond, Va. #

Travel Campaign Launched for Trinidad and Tobago

Trinidad and Tobago have launched a magazine and newspaper campaign to get more tourists. B&w pages are running on a scattered schedule from May through August in *Harper's, Holiday, Mademoiselle, New York Times Magazine, The Atlantic* and *The New Yorker* in the U. S. and in *Saturday Night* and *Time* in Canada. Ads are also running in five newspapers in Venezuela through the summer and early fall.

The ads picture a steel drum orchestra in Trinidad; the headline reads, "You too will beat the drums for Trinidad and Tobago." Copy also points out that the two resorts were the first stops on the recent royal honeymoon. Stephen Goerl Associates, New York, is the agency.

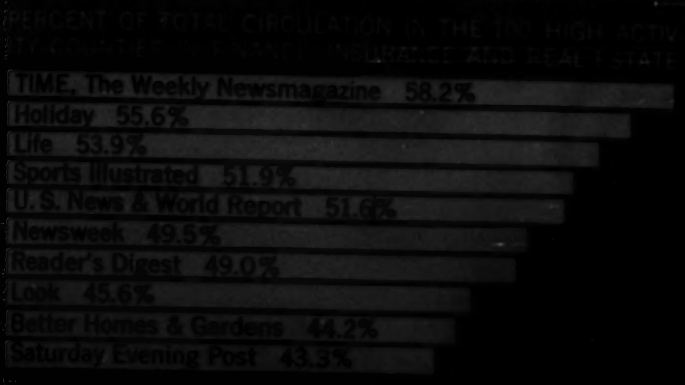
Wentzel & Fluge Names Two, Moves Offices

Wentzel & Fluge, Chicago, has appointed Richard H. Gration copy chief. Tom Bertsche, formerly account executive of Arthur E. Wilk Advertising, has joined the agency as an account executive. Wentzel & Fluge has moved to new offices at 201 E. Erie St.

D'Arcy Taps Cummings

Edward Cummings, former media director at Robert Orr & Associates, has joined the media department of D'Arcy Advertising, New York.

CONCENTRATION AND COVERAGE: WHERE FINANCIAL ACTIVITY IS HIGHEST


PERCENT OF TOTAL CIRCULATION IN THE 100 HIGH ACTIV
IN FINANCE, INSURANCE AND REAL ESTATE
TIME, The Weekly Newsmagazine 58.2%
Holiday 55.6%
Life 53.9%
Sports Illustrated 51.9%
U.S. News & World Report 51.6%
Newsweek 49.5%
Reader's Digest 49.0%
Look 45.6%
Better Homes & Gardens 44.2%
Saturday Evening Post 43.3%

In the 100 most active U.S. counties in finance, insurance and real estate, TIME concentrates a sizable 58.2% of its 2,450,000 circulation—more than does any other magazine publishing over half a million copies. More. Put your advertising to work in TIME. Size and selectivity, quality and quantity, concentration and coverage.

THAT'S TIME

Remarkable **ROCKFORD**

is the
NEW No. 2 City
in Illinois!

ROCKFORD MORNING STAR
Rockford Register-Republic
FINEST FULL COLOR FACILITIES

This Week in Washington . . .

Everybody Investigates U.S. Bodies But Nobody Does Anything About 'Em

By Stanley E. Cohen
Washington Editor

WASHINGTON, June 2—Everybody wants to investigate regulatory agencies like the Federal Communications Commission and the Federal Trade Commission. But nobody seems interested in actually doing something to get to the root of the problem.

In recent years these agencies have been investigated and re-investigated. The net result is that the senate committee on interstate and foreign commerce has now decided that one of its major jobs next year will be still another investigation.

From the exhaustive studies that already exist, the senators could easily find right now that the troubles of the administrative agencies come under two headings: Procedures and manpower.

■ A few years ago, it was fashionable to complain that regulatory agencies were pushing people around. But Congress went overboard in correcting this. It passed an Administrative Procedures Act drafted by the organized legal profession which created such cumbersome procedures in the name of due process that the agencies can't get their work done.

These agencies were originally set up so that technical problems could be handled without the rigid formality that is customary in court. Now the hearings have taken on the trappings of court trials, and procedures are so formalized that questioning goes on and on and on. Moreover, the agencies are knotted up in procedural rules that provide innumerable opportunities for delay and appeals on issues other than substance.

■ In a moment of passion, Congress put a special set of handcuffs on the FCC in 1950 by passing the so-called "MacFarland Amendments," adding an additional layer of due process for broadcasters on top of all the other layers already spelled out in the Administrative Procedures Act.

The Washington radio lawyers invented the MacFarland Act, and their clients have lived to regret it. Hundreds of applications have stacked up at FCC while the commission tried to conform to all the procedural rights granted in the MacFarland Act. For the past four years the broadcasters have been begging Congress to rescind the rights; but their efforts to achieve this sensible end have repeatedly been snarled in procedural red tape in Congress.

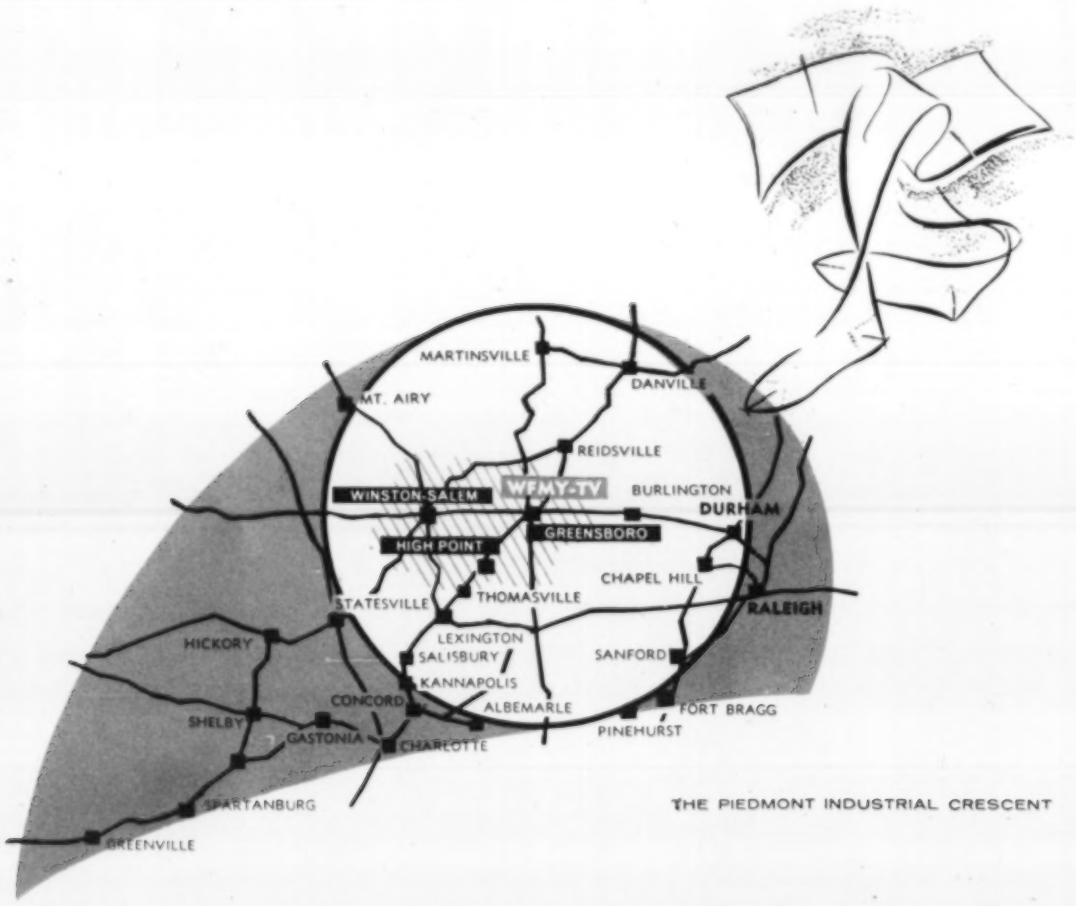
■ Under the Administrative Procedures Act and the MacFarland amendments to the FCC law, regulated industries push around the regulators who once pushed them around. Technical appeals go from hearing examiners to commissions. Ultimately, they are re-argued in court, and often result in decisions which force the regulatory agencies to do their job all over again.

An industry that is regulated by a regulatory agency gets much more due process than an ordinary business that fights its legal battles in court. At the regulatory agency, there are two "layers" of litigation: The original hearing before an examiner, then the appeal to the commission. Beyond that, there is still the court of appeals, and perhaps the U.S. Supreme Court.

■ By comparison, in an ordinary lawsuit, a business man has only three chances to win his case. His trial occurs in the district court. From there it goes to the court of appeals, and possibly the Supreme Court.

Due process is a precious right which no sensible person takes lightly. In the administrative agencies, however, the balance has shifted to a point where there is often very little "due process" for the public the agencies are supposed to be protecting.

When cases are delayed indefinitely, they are in effect decided by default. An FTC advertising case that is 10 years old, as all too many of them are, makes a mockery out of administrative pro-



THE PIEDMONT INDUSTRIAL CRESCENT

the **HOSIERY** industry . . .

creates buying power in the Piedmont Industrial Crescent!

The South's gigantic hosiery industry, creating unlimited disposable income, makes the piedmont market a must buy. And WFMY-TV . . . located in the heart of the piedmont . . . is the **dominant selling influence** in this $3,000,000,000 market. WFMY-TV serves . . . and sells in this heavy industrial 54-county area where 2,250,000 people live, work and buy.

SEAL OF GOOD PRACTICE
CHARTER SUBSCRIBER

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GREENSBORO, N. C.
"NOW IN OUR 11th YEAR OF SERVICE"
Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, San Francisco, Atlanta, Boston, Detroit

CHANNEL 2 CBS

His 20-minute talk with a labor leader may interest 25,000 purchasing agents in your products

Talking here with Harry Van Arsdale, Jr., Business Manager of Local 3, International Brotherhood of Electrical Workers, AFL-CIO, is News Editor Bill Borchert of *Purchasing Week*.

In Bill's weekly features, a report on a labor situation or settlement may indicate future price changes. And more than 25,000 purchasing agents read *Purchasing Week* because this is the sort of news that affects their work. In today's purchasing world, such information is vital.

Right now, purchasing's role in business is stronger than ever. Industry's profit comes only partly from selling; the rest comes from professional spending—the purchasing agent's specialty. When a 2% saving in procurement cost can contribute as much to profit as a 10% sales jump, corporate management listens. That's why, in more and more organizations, you find the purchasing function filled by a knowledgeable executive.

Wouldn't you like to tell your product story to over 25,000 knowledgeable purchasing executives? You can—in *Purchasing Week*—the only weekly news publication edited exclusively for their information needs by Bill Borchert and sixteen other full-time editors.

Purchasing Week

McGRAW-HILL'S NATIONAL NEWSPAPER OF PURCHASING

330 WEST 42nd STREET, NEW YORK 36, N. Y.

SALES GROW WHERE PEOPLE GO!

There is no spending SUMMER SLUMP IN MINNESOTA. Her 10,000 lakes host over 3,000,000 tourists yearly . . . tourists who spend over $350,000,000 in the state each summer. In fact, 26% of the total retail sales are SUMMER SALES!

Summer in Minnesota is the time to take advantage of a BIG SALES OPPORTUNITY... a time when PREFERRED SCHEDULES are more readily available . . . a time to maintain loyalties to your product and to build new ones . . . a time to sell on the dominant station* in the Northwest!

WCCO 4 TELEVISION MINNEAPOLIS ST. PAUL

CBS IN THE NORTHWEST
Represented by
Peters, Griffin and Woodward, Inc.
*43% Average Share—68 County Area

In Washington . . .

cedure. If the ad is really false, the public has been rooked, and competitors have been injured. If it is not false, then the stigma has been permitted to linger all too long. One of the real sore spots is in the cross-questioning of witnesses. Under existing procedures, the right to cross-question has been established to the point where a citizen, who agrees to testify faces merciless (and endless) interrogation by razor sharp legal minds.

■ Scientists often refuse to testify at the Federal Trade Commission. In more than one instance, they have told commission representatives: "I come to give you the results of my research. Obviously, I'm no match for those lawyers. Why should I risk my life's reputation by exposing myself to this sort of thing?"

The second problem area for the regulatory agencies is manpower. On this point, the senators better take a look at themselves.

Currently, for example, the Senate committee on interstate & foreign commerce is sitting on seven nominations for top jobs in the seven regulatory agencies. In most instances, particularly that of Federal Trade Commission Chairman Earl Kintner, there is no reason for delay other than the fact that it is politically expedient for one political party or the other.

Certainly the big lesson that is to be learned from recent investigations of the regulatory agencies is that incompetent officials will do a bad job regardless of the kind of law Congress passes, while good men will be successful even if the law has serious weaknesses.

■ In response to Earl Kintner's spur, for example, the sleepy old Federal Trade Commission has begun to look like a thoroughbred for the first time in its 45 years of existence. Similarly, Chairman Frederick Ford is discovering power in the Federal Communications Act which has been ignored for nearly a dozen years.

While these officials are selected with the "advice and consent" of the Senate, senators ordinarily play a passive role. Senators seldom reject. Presidential appointments except under extreme provocation. Neither party wants to start that kind of warfare, because there is no telling whose ox would be gored next.

■ This explains why nominations go through even though the qualifications might seem to be questionable. Often a senator hesitates against a nominee because the man is likely to be approved anyway. Suppose you vote against him, and then it turns out that he holds the swing vote on a new tv station for an important city in your state?

The deterioration of leadership in the administrative agencies started under Democrats and continued under Republicans. It happened because the selection of top officials was left to political expediency, with the key decision delegated by the White House to the political managers.

■ Spoilsmen learned long ago that the nation would not tolerate a situation where federal judges were picked solely because of their political connections. Most federal judges now are selected from panels screened by the bar associations. It isn't a perfect system, but it produces better results than any method that has been used before.

If the Senate committee on interstate & foreign commerce can find a way to get the spoilsman out of the regulatory agencies, it will make a monumental contribution toward better government.

EVERY ADVERTISER should know this about Drive-In movies

OVER 4,000 DRIVE-INS NOW TAKE ADVERTISING!

Almost 159 million Americans went to the Drive-In Theatres last August.

Drive-In audiences reached 57 million in the best week.

Audience characteristics have changed greatly since the early days of the Drive-In Theatres. It's a family trade now. Almost half of all families in the United States "drove-in" during a recent six-month period.

Drive-In audiences are a cream market . . . have better than average jobs, incomes, educations. They own more cars, homes, major appliances, and so on through a wide range of consumer products.

Because of this, some advertisers find Drive-In movies are a most effective national advertising medium for their products.

For 25 years, J. Walter Thompson Company has been doing theater screen advertising for clients; not only in the United States, but around the world. We are, indeed, the leader in this field.

If you are interested in the special opportunities Drive-In audiences, or theater screen audiences as a whole, offer to many advertisers, we shall be happy to discuss them with you.

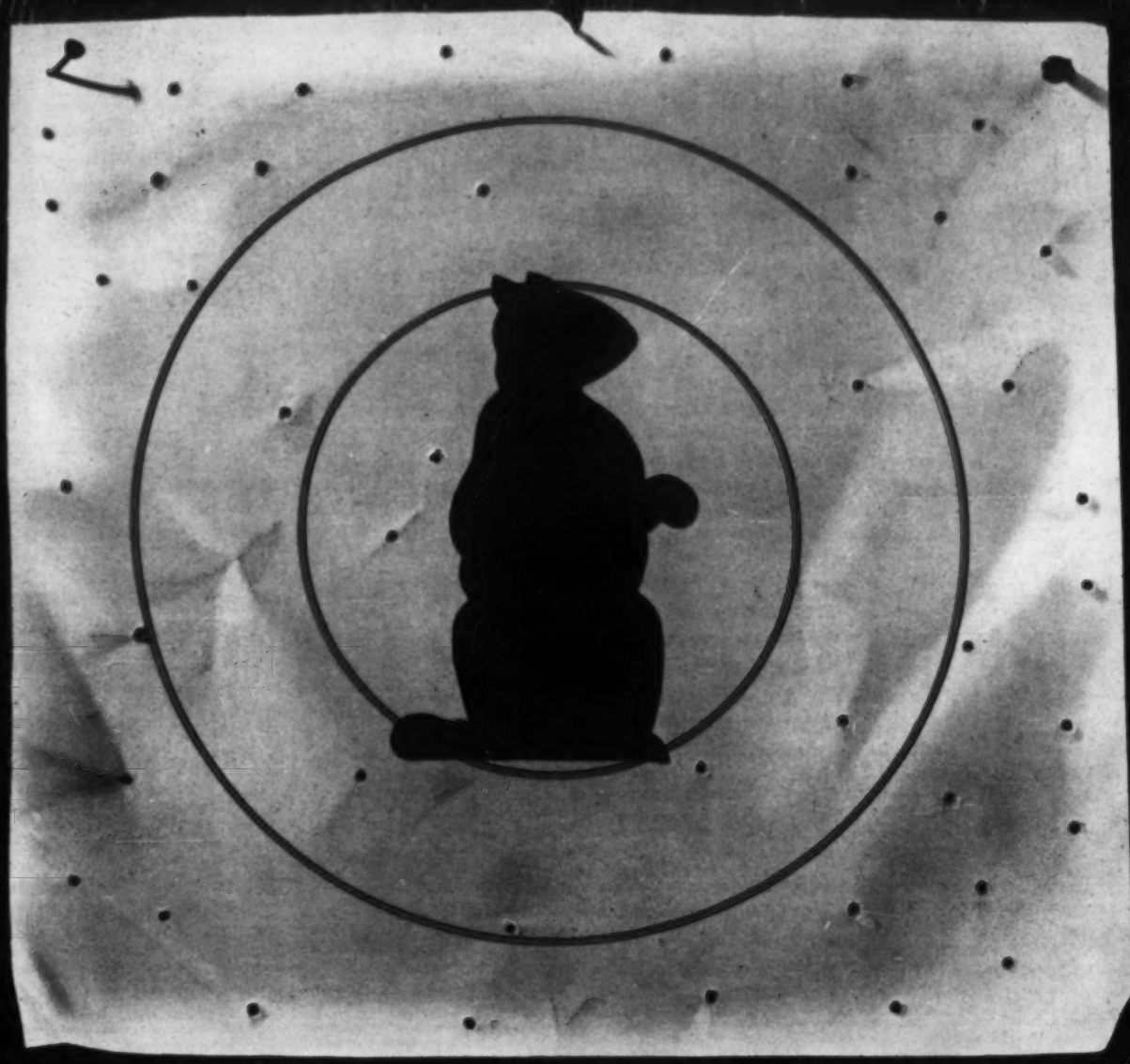
J. WALTER THOMPSON COMPANY

New York, Chicago, Detroit, San Francisco,
Los Angeles, Hollywood, Washington, D.C., Miami

Need to Analyze Your Public Relations?

Press Clippings can keep you fully informed on the results of your public relations program. You can see how many of your releases are published . . . what coverage is given to events you stage . . . what the editors of the nation are thinking. This knowledge will help you plan and develop more effective public relations programs. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS



WHY OVERSPEND ON SCATTER-SHOT MEDIA...

when you can pinpoint your Leisure-Time market—3,200,000 known spenders —at a fraction of the cost with the Big Three Sportsmen's Magazines?

Your salesmen call on their best prospects first. Why not your advertising?

SPORTS AFIELD • OUTDOOR LIFE • FIELD & STREAM

UP 211% **LARGEST CIRCULATION GAIN OF ANY MAGAZINE FIELD IN THE LAST 15 YEARS!**

SPORTS AFIELD

A HEARST KEY MAGAZINE • 959 EIGHTH AVENUE • NEW YORK 19, N. Y.

1st Quarter Circulation
Over 1,100,000*
Highest in History!
*Publisher's Estimate

Advertisers every year for 10 YEARS OR MORE

Allis Chalmers Manufacturing Company
Aluminum Company of America
American Telephone and Telegraph Company
American Trucking Association
Armco Steel Corporation
Association of American Railroads
Baltimore and Ohio Railroad Company
Bank of America, National Trust and Savings Association
Bankers Trust Company
Beech Aircraft Corporation
Bendix Aviation Corporation
Bethlehem Steel Corporation
Boeing Airplane Company
Borg-Warner Corporation
Burroughs Corporation
Chase Manhattan Bank
Chicago, Burlington & Quincy Railroad Company
Chrysler Corporation
Cities Service Company
Clark Equipment Company
Colorado State Advertising & Publicity Committee
Commercial Credit Company
Dictaphone Corporation
Distillers Corporation-Seagrams Limited
Douglas Aircraft Company
Eastman Kodak Company
Electric Companies Advertising Program
Executone, Inc.
Firestone Tire & Rubber Company
First National City Bank of New York
Florida Development Commission
Ford Motor Company
Garrett Corporation
General Dynamics Corporation
General Electric Company
General Motors Corporation
Goodrich, B. F., Company
Goodyear Tire & Rubber Company
Gray Manufacturing Company
Halsey, Stuart & Co., Inc.
Harter Corporation
Hilton Hotels Corporation
International Business Machines Corporation
International Nickel Company, Inc.
International Telephone and Telegraph Corporation
Iowa Development Commission
Lockheed Aircraft Corporation
Merrill Lynch, Pierce, Fenner & Smith Incorporated
Metropolitan Life Insurance Company
Middle South
Morgan Stanley & Co.
National Cash Register Company
National Distillers and Chemical Corporation
National Realty & Investment Company
Drake Hotel
New York Central Railroad Company
New York State Department of Commerce
Norfolk and Western Railway Company
North Carolina Department of Conservation and Development
Public Service Electric and Gas Company
Radio Corporation of America
Railway Express Agency, Inc.
Republic Steel Corporation
Reynolds, R. J., Tobacco Co.
San Jose Chamber of Commerce
Schenley Industries, Inc.
Shaw-Walker Co.
Sherrard Hotels
Parker House
Southern Railway Company
Sperry Rand Corporation
Studebaker-Packard Corporation
Timken Roller Bearing Company
Travelers Insurance Companies
Union Carbide Corporation
Union Oil Company of California
Union Pacific Railroad Company
United Aircraft Corporation
United Gas Corporation
United States Steel Corporation
Walker, Hiram,-Gooderham & Worts, Ltd.
Warner & Swasey Company
Western Union Telegraph Company

Advertisers every year for 9 YEARS

Cutler-Hammer, Inc
Dodge, F. W., Corporation
Dodge Reports
Ebco Manufacturing Company
Moore Business Forms, Inc.
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Portland Cement Association
Quebec, Province of
Provincial Publicity Bureau
South Carolina State Development Board
Sundstrand Corporation
Western Pacific Railroad Company
Wheland Company

Advertisers every year for 8 YEARS

Cunard Steamship Co., Ltd.
Meilink Steel Safe Company
National Truck Leasing System
Republic Aviation Corporation
Sheraton Corporation of America
United Business Service
Weyerhaeuser Company

Advertisers every year for 7 YEARS

Art Metal Construction Company
Champion Paper and Fibre Company
Consolidated Water Power & Paper Company
Dow-Jones & Co., Inc.
Barron's National Business and Financial Weekly
First National Bank of Chicago
General Telephone & Electronics Corporation
Hamilton Cosco, Inc.
Hertz Corporation
Johnson Service Company
Lehman Brothers
McKesson & Robbins, Inc.
McLouth Steel Corporation
Marine Midland Corporation
Marine Midland Banks
Massachusetts Investors Trust
Minnesota Mining and Manufacturing Company
New Orleans, Board of Commissioners of the Port of
Renfield Importers, Ltd.
Wall Street Journal
Western Maryland Railway

Advertisers every year for 6 YEARS

Aluminium Limited
Bruning, Charles, Company, Inc.
Clapp & Poliak, Inc.
Great Northern Railway Company
Grinnell Corporation
Indiana Department of Commerce and Public Relations
International Harvester Company
Jacobson, F., & Sons, Inc.
McCall Corporation
McCall's
New York, Chicago, and St. Louis Railroad Company,
Northrop Corporation
Philadelphia Electric Company
Puerto Rico, Commonwealth of
Rayonier Incorporated
Ryan Aeronautical Company
Shell Oil Company
Shell Chemical Corporation
Tennessee Gas Transmission Company
Twenty-One Brands, Inc.
United States Independent Telephone Association
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Advertisers every year for 5 YEARS

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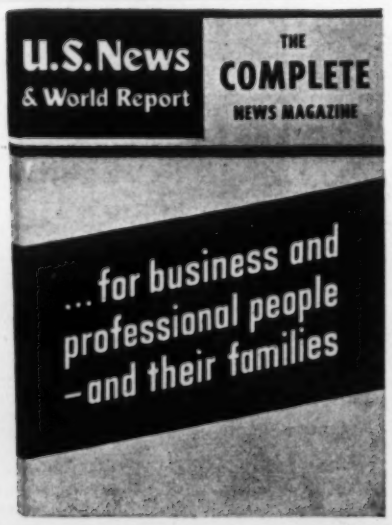
American Motors Corporation
Avis Incorporated
Bank of New York
Canada Dry Corporation
Cast Iron Pipe Research Association
Cummins Engine Company, Inc.
Employers Mutuals of Wausau
Fort Howard Paper Company
Friden, Inc.
Gardner-Denver Company
Georgia Department of Commerce
Kelsey-Hayes Company
Kling Photo Corporation
Kohler Company
Maryland Casualty Company
Mead Corporation
Miller Brewing Company
Moore-McCormack Lines, Inc.
Nekoosa-Edwards Paper Co.
Niagara Mohawk Power Corporation
Old American Insurance Co.
Olin Mathieson Chemical Corporation
Rockwell Manufacturing Company
Royal McBee Corporation
Southern Company
Southern Natural Gas Company
Thompson Ramo Wooldridge Inc.,
Trane Company
United States Lines Company
Vanadium Corporation of America

Note: Listings by parent companies. Includes divisions or subsidiaries advertising in periods listed. Source: "U.S. News & World Report" Market Research Division. Revenue figures from Publishers Information Bureau.

More and more companies
are discovering the advertising power of
"the most important magazine of all"

THESE IMPORTANT COMPANIES HAVE KNOWN IT FOR YEARS



U.S.NEWS & WORLD REPORT

America's Class News Magazine

Now more than 1,150,000 net paid circulation

Ask your advertising agency for facts on the advertising values of "U.S.NEWS & WORLD REPORT" in terms of your markets and your objectives. Or contact our advertising offices at 45 Rockefeller Plaza, New York 20, N. Y. Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

as seen in FORTUNE

Single Negro Market Has Billion to Spend

Archie S. Grinalds, Jr.

The Memphis market, with 40% Negro population, is the largest single Negro market in the nation. The 1,500,000 Negroes who live there comprise almost 10% of the total U. S. Negro population and earned more than one billion dollars last year. With incomes upped almost 200% since World War II, the Negro plays a vital role in the area's industrial-hardwood-cotton economy. Memphis area merchants report that he spends 80% of this gigantic income on quality, name brand consumer goods.

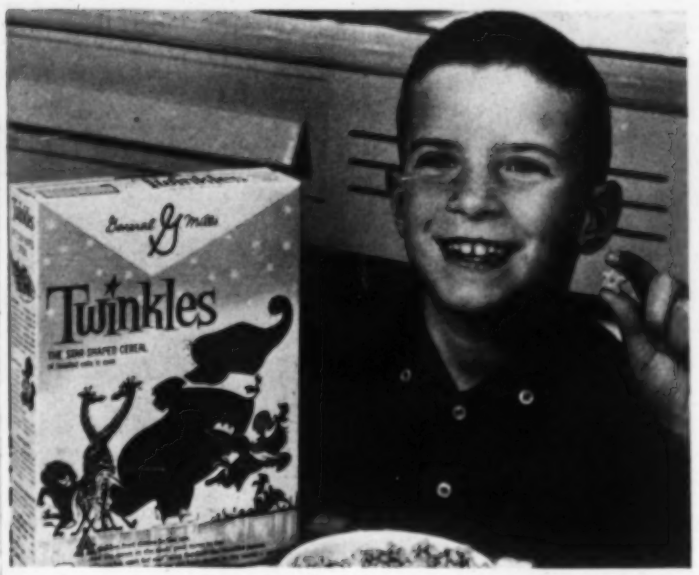
In spite of tremendous changes in the Negro's income and habits, radio remains the only sure, effective method of tapping this vast consumer potential. Reasons: newspaper and magazine readership, as well as television viewership, remain low. In contrast, 95% own a radio, most own two. And the one station that stands like a beacon is Memphis' remarkable 50,000 watt WDIA. Through active public service and civic leadership, WDIA has become a part of its listeners' daily lives. And the personal appeal and high-powered salesmanship of its Negro entertainment staff have made WDIA the dominant selling force in this area. When the Negro buys, he selects the products he has heard about on WDIA.

Top-rated by *all* audience surveys for 10 years, WDIA is Memphis' only 50,000 watt station, the nation's only 50,000 watt Negro-programmed station. Let WDIA's powerful voice sell your product. This selling power and the fact that the Memphis market is 40% Negro are good reasons why no budget is complete unless it includes WDIA. For without WDIA you miss 40% of this rich market. More than 170 nationally advertised products and services are currently selling on WDIA —such as: Wrigley Gum, Zest, Arrid, Camel Cigarettes, Pet Milk, Riceland Rice, Tide, Chevrolet.

Write WDIA today for facts and figures on your particular field. Let us show you how WDIA can sell your product.

ARCHIE S. GRINALDS, JR., Sales Mgr.
BERT FERGUSON, Exec. Vice-President
EGMONT SONDERLING, President
Represented by THE BOLLING CO.

One of an informative series for WDIA, 50,000 watts, Memphis
A SONDERLING STATION



TELL ME A STORY—*Twinkles, a new star-shaped breakfast cereal, which General Mills, Minneapolis, is introducing, incorporates a series of fairy tales on the packages. Each story begins on the front of the package and continues to a booklet that is an integral part of the package back. Advertising for the new product will run in Sunday comics pages and on television. Dancer-Fitzgerald-Sample is the agency.*

Heinz to Use Consumer, Trade Publications for 1960-'61 Push

H. J. Heinz Co., Pittsburgh, will use an equal amount of consumer and trade publication advertising in 1960-'61 to promote its hotel and restaurant products.

Two-color pages are scheduled in *American Restaurant, Chain Store Age, Drive-In Management, Fast Food, Institutions, Restaurant Management,* and *Volume Feeding Management.* For its "Eating Out" program series, featuring ketchup, soups and Minute Meal varieties, ads are slated in *Life, The Saturday Evening Post* and *Sports Illustrated.* Ads for Heinz Worcestershire, "57", Savory, mustard and barbecue sauces are planned in *Gourmet, The New Yorker, Sunset Magazine* and *Time.* Six full-color pages featuring Heinz ketchup as the "Sign of good eating" are scheduled in *Reader's Digest.*

Robinson Joins 'Family Circle'

John F. Robinson, formerly with *Mechanix Illustrated,* has joined the New York sales staff of *Everywoman's Family Circle.*

ANNOUNCING THE LATEST ADDITION TO OUR FAMILY OF QUALITY PRODUCTS—

MEYERCORD
DRI-MARK FILMS

DRI-MARK . . . is Meyercord's newly perfected line of PRESSURE SENSITIVE signs and trade marks produced as durable Truck Signs, Window Signs, Nameplates and Product Markings. These startling new films include:

DRI-MARK DECAL
DRI-MARK VINYL
DRI-MARK MIRRO-CAL
DRI-MARK MIRRO-CAL
DRI-MARK CLEAR MYLAR
DRI-MARK OUTDOOR PAPER

These high tensile strength PRESSURE SENSITIVE films and laminates give the greatest possible latitude and flexibility to the Meyercord line of products, adaptable to all of your sign needs . . . processed with Meyercord's own exclusive PRESSURE SENSITIVE adhesive and Meyercord's in-plant Research, Art, Production and Service facilities. *Remember, when it's DRI-MARK it's Meyercord!*

with MEYERCORD
COLORGARD 70
Now . . . all Meyercord DRI-MARK films are protected by COLORGARD 70 . . . Meyercord's exclusive laboratory-developed and perfected clear top coat—the toughest, most durable coat yet produced for the Decal and transferable film industry. Thoroughly tested! Two years in actual use!

Whatever your sign needs, you owe it to yourself to investigate Meyercord's complete line of products. Our factory trained representatives will be glad to assist you in the proper selection of markings for any particular requirement. *Write today.*

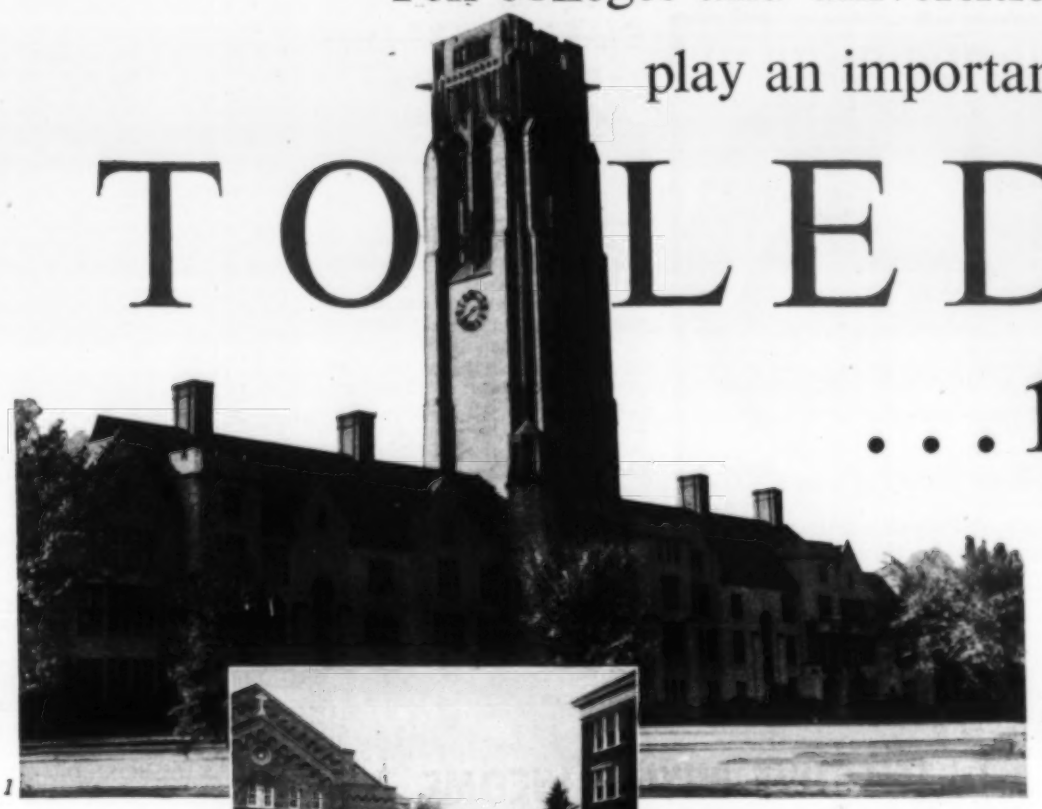
the MEYERCORD co.
Dept. K-201—5323 W. Lake Street, Chicago 44, Illinois

Ten colleges and universities

play an important part in making

TOLEDO

...market on the move!



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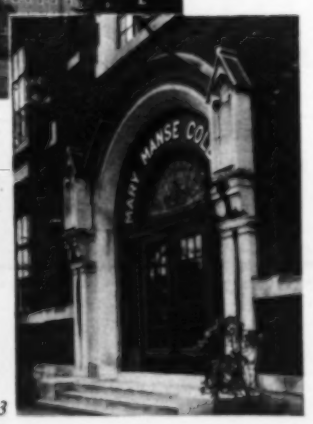

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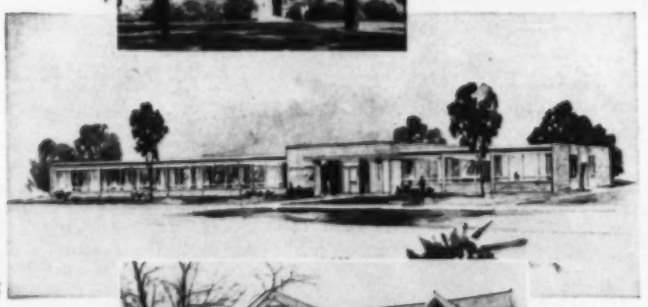

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While industrial and commercial activities are often the yardsticks by which a market is judged, the cultural advantages available to its people determine and reflect to a great extent the true character of a market.

Ten colleges and universities in the 14-county Toledo area provide its industry not only with thousands of qualified young people each year, but extensive research facilities as well. Over the years they have played a major role in the development of this bustling, booming market.

The Toledo area's 1 million people are interested in the finer things of life—an interest demonstrated by the finer things they buy for their families. With a net effective buying income of over $2 billion, the Toledo market offers and will continue increasingly to offer national advertisers a market place of unusual opportunity.

Fortunately, The Blade provides an intensive coverage of its market that is matched by few newspapers in the nation.

THE BLADE *One of America's Great Newspapers*

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

1. *University of Toledo*
   Toledo, Ohio
2. *Siena Heights College*
   Adrian, Michigan
3. *Mary Manse College*
   Toledo, Ohio
4. *Heidelberg College*
   Tiffin, Ohio
5. *Adrian College*
   Adrian, Michigan
6. *Defiance College*
   Defiance, Ohio
7. *Findlay College*
   Findlay, Ohio
8. *Bowling Green State University*
   Bowling Green, Ohio
9. *Tiffin University*
   Tiffin, Ohio
10. *Hillsdale College*
    Hillsdale, Michigan

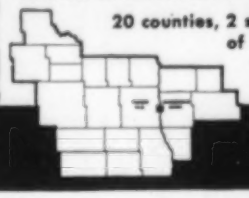
cereals **Go Far in Fargo!**

Kellogg's / Quaker / Ralston / Betty Crocker . . .

a few of the famous brands that use The Forum to GO FAR *in* FARGO.

Only the Fargo Forum sells ⅓ of North Dakota + western Minnesota + the largest metropolitan market between Minneapolis and Spokane!

The Forum reaches 3 out of 5 families in this 20-county market, 9 out of 10 in the Fargo-Moorhead metropolitan market (compared to only 8% coverage by any Minneapolis daily). Now a SRDS additional standard metro area, Fargo is *still 1st* in the nation in retail sales per household.



20 counties, 2 states, but only one market of 315,100 people, solidly sold by one newspaper!

THE FARGO FORUM Moorhead News

Largest circulation in North Dakota & western Minnesota

Represented by Kelly-Smith Company

Clyde Benham, 73, 'Chicago Trib' Adman for 50 Years, Dies

CHICAGO, June 1—Clyde Sayles Benham, 73, who rose from a direct-selling classified advertising solicitor to national ad manager of the *Chicago Tribune*, died May 31 after a long illness.

From 1928 to 1948 he headed the national advertising department until illness forced him to take a less strenuous post. When he recovered, he became manager of the *Tribune's* mail order advertising division, where he remained active until several months ago.

Last January, Mr. Benham was presented with a diamond lapel pin in recognition of his 50 years' service.

He joined the *Tribune* classified department in 1910, and two years later was transferred to the automobile advertising department as assistant manager. In 1914, he was promoted to manager.

Mr. Benham remained in the automobile department until 1928, when the department merged with national advertising and he was promoted to manager.

FRANKLIN A. MILLER

FORT LAUDERDALE, FLA., May 31—Franklin A. Miller, 72, former director of marketing and merchandising of Raybestos-Manhattan Inc., died here May 18 while vacationing.

Mr. Miller, who lived in Detroit, was associated with Raybestos-Manhattan for 27 years and was director of the marketing and merchandising department for the last 12 years of his career. He retired last year.

A native of Chicago, Mr. Miller was educated at Northwestern University. A nationally known authority in the automotive field, he was associated with Chilton Co. and McGraw-Hill automotive publications before joining Raybestos-Manhattan.

Mr. Miller served on several committees of the National Assn. of Manufacturers, and he was a director of the National Standard Parts Assn., the Brake Lining Mfg. Assn. and the Friction Materials Standards Institute.

WALTER S. OSBORN

NEW CANAAN, CONN., May 31—Walter S. Osborn, 53, advertising manager of the special products division of Flintkote Co., New York, died yesterday of cancer at his home here. Mr. Osborn joined the Flintkote advertising department 15 years ago as production manager. He was named advertising manager of the special products division early last year. Prior to joining Flintkote, he had operated his own photostatic service in New York.

JOHN M. PIPER

PASADENA, CAL., May 31—John M. Piper, formerly national sales manager of radio KIRO, Seattle, and later sales manager for five years of Vernell-Thompson Candy Co., Seattle, died May 23 at his home here of a heart attack. At the time of his death Mr. Piper was director of retail sales in Pasadena for Van de Kamp Dutch Bakeries, which, like Vernell-Thompson, is owned by General Baking Co.

ROBERT L. KINCAID

MIDDLESBORO, KY., May 31—Dr. Robert L. Kincaid, 67, publisher of the *Middlesboro Daily News* since 1923, died May 21 in a Knoxville hospital.

Born in Union County, Ga., he edited the *Grady County News* in Cairo before entering Lincoln Memorial University, in Harrogate, Tenn.

He returned to journalism in 1923, by borrowing money to add to his own, and purchased the financially ailing *Middlesboro Daily News*. He divided his time between the newspaper and LMU, where he served as secretary, then exec vp of the university, and finally president in 1947.

NEW ENGLAND LEADS THE NATION

of all U. S. Regions

Per Household

FIRST... IN EFFECTIVE BUYING INCOME

FIRST... IN RETAIL SALES

FIRST... IN FOOD SALES

MASSACHUSETTS LEADS NEW ENGLAND

- Larger than other 5 New England States Combined in E.B.I.
- Twice the population of the second leading state
- 50% of the Total Retail Sales

... and WORCESTER A BILLION DOLLAR MARKET

E.B.I.	$1,112,205,000
RETAIL SALES	$ 669,589,000
FOOD SALES	$ 181,757,000

You can't cover Massachusetts without the Telegram and Gazette

86.4% COVERAGE DAILY 158,215 SUNDAY 102,957 A.B.C. Audit Dec. 31, 1958

The Worcester TELEGRAM and GAZETTE

WORCESTER, MASSACHUSETTS

MOLONEY, REGAN & SCHMITT, Inc.

National Representatives

OWNERS OF RADIO STATION WTAG AND WTAG-FM

SHARPEN YOUR PREMIUM PROGRAM!

the new

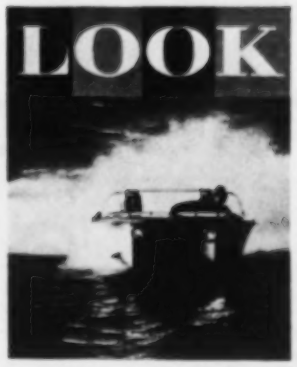
ELECTRIC HONE

for fine knives

maintains keen edge on knives ...
low-priced ... compact
For more details contact

BURGESS VIBROCRAFTERS, INC.

Dept. A-60 • Grayslake, Ill.



"Norelco Speedshavers, running more ad pages in LOOK than in any other magazine in the past seven years, boosted sales by over 300% . . . share of market by over 80%," reports Philip C. Weinseimer, Vice-President, Sales, Norelco.

Norelco, a relative newcomer in the American electric shaver market, has enjoyed phenomenal success in recent years. Since 1953, it has quadrupled its sales, almost doubled its share of market.

Norelco makes them...LOOK sells them

It was in 1953, too, when Norelco began putting the bulk of its ad dollars into magazines. Every year since then, LOOK has carried a multi-page Norelco schedule as big as or bigger than that run in any other magazine. From 1953 through 1959, LOOK's total Norelco ad page volume exceeded that of the second-most-heavily-used publication by 20% . . . that of the third by 33%.

Why does LOOK command so important a role in Norelco advertising? "Because LOOK has proved to be highly respected by the trade and most merchandisable," says Vice-President Weinseimer. "It has been a keystone for many of the promotions which are a vital part of the shaver business. And we *know* LOOK sells shavers. That's why, in 1960, we are again counting on LOOK to do a job for us."

In the past five years, LOOK has gained more circulation *and* more advertising revenue *and* more advertising pages than any other magazine in its field. One reason for this unmatched growth is LOOK's outstanding record in producing sales results. For **LOOK means sales.**

PHOTOGRAPHIC REVIEW OF THE WEEK

Georgi Kelley Graham Nelson Miller

SHRIMP PARTY—*Present at the annual New Orleans Times Picayune and States & Item shrimp party in Detroit were: from Campbell-Ewald, Lawrence Nelson, chairman, executive committee, and senior vp; Carl Georgi, vp and director of media and Craig Miller, vp; Walker Graham, vp, D. P. Brother & Co., and Vincent J. Kelley, president, Jann & Kelley.*

Bowers Ver Standig Searight

WOMAN OF THE YEAR—*Award of the Women's Advertising Club of Washington award went to Mrs. Helen Ver Standig, exec vp and media director, M. Blemont Ver Standig Inc., and former chairman of the Chesapeake council of the Four A's. Last year's "Woman of the Year," Kathryn Bowers of the public relations department of the National Bank of Washington makes the presentation, as Patti Searight, Women's ad club president and program director of WTOP looks on.*

JUNE DRIVE—*Esso Standard will use these posters in a June outdoor campaign extending from Maine to Louisiana to get motorists to pick up a picnic jug at their nearest Esso dealer. McCann-Erickson is the agency.*

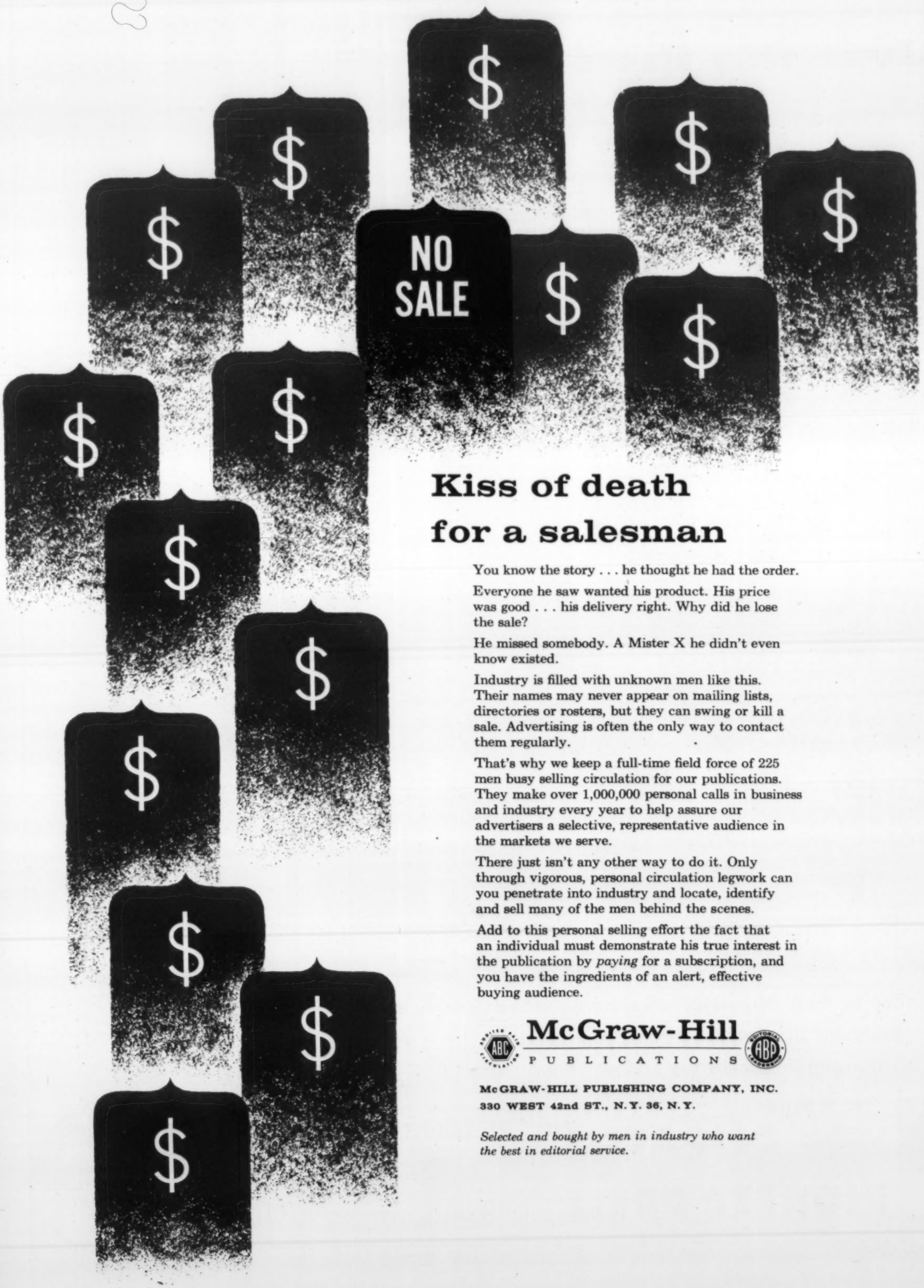
Cooper Reiter Scott Lee

30 YEARS—*Merrill Kremer Inc., Memphis agency, celebrated its 30th anniversary at—appropriately enough—the -30- Club. Shown here are Robert M. Cooper, exec vp, and Ernest Lee, president of the agency, with two longtime clients—Murray Reiter, president, Light & Power Utilities Corp., and W. W. Scott, vp of National Bank of Commerce.*

PEEK-A-BOO—*Ohio Bell Telephone Co., Cleveland, has put up this three-dimensional sign in downtown Cleveland. The girl's head measured 18x24'. Metal tubing supports the plywood and sheet metal in the illustration. Neon lamps behind the protruding "Yellow Pages" give a silhouette effect.*

Henry Robertson Scheidker Pingel Campbell

PLANNING—*Getting together to plan program theme and speaker lineup for the annual meeting of the tri-state east central region of the Four A's in Detroit next Nov. 30, members of the regional board of governors examine a sketch of a mobile to hang in the meeting hall. With them is Richard L. Scheidker of New York, senior vp of the Four A's. Colin Campbell, exec vp of Campbell-Ewald, and regional chairman, presided. Other members present are John F. Henry, Geyer Morey, Madden & Ballard, Detroit, regional secretary-treasurer; C. M. Robertson Jr., Ralph H. Jones Co., Cincinnati, regional vice-chairman; John S. Pingel, Brooke, Smith, French & Dorrance, Detroit, chairman of the Michigan Four A's council. The group has 63 member agencies from Michigan, Ohio and Pennsylvania.*



Kiss of death for a salesman

You know the story . . . he thought he had the order.

Everyone he saw wanted his product. His price was good . . . his delivery right. Why did he lose the sale?

He missed somebody. A Mister X he didn't even know existed.

Industry is filled with unknown men like this. Their names may never appear on mailing lists, directories or rosters, but they can swing or kill a sale. Advertising is often the only way to contact them regularly.

That's why we keep a full-time field force of 225 men busy selling circulation for our publications. They make over 1,000,000 personal calls in business and industry every year to help assure our advertisers a selective, representative audience in the markets we serve.

There just isn't any other way to do it. Only through vigorous, personal circulation legwork can you penetrate into industry and locate, identify and sell many of the men behind the scenes.

Add to this personal selling effort the fact that an individual must demonstrate his true interest in the publication by *paying* for a subscription, and you have the ingredients of an alert, effective buying audience.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC.
330 WEST 42nd ST., N.Y. 36, N.Y.

Selected and bought by men in industry who want the best in editorial service.

Just the facts, man

In Michigan's Number Two Market **WJIM-TV** is ***FIRST!***

* Lansing Nielsen ... Feb., 1960
Lansing ARB ... March, 1960

COVERING THE NATION'S **37TH** MARKET

WJIM-TV

Strategically located to exclusively serve
LANSING.... FLINT.... JACKSON

Basic CBS

Curtis Names Luden

Curtis Publishing Co., Philadelphia, has appointed Ben V. Luden manager of *American Home* research, headquartering in New York. For the past five years, Mr. Luden served as a marketing researcher in consumer, trade and advertising research for General Electric Co.

Gero & Bierstein Adds 1

Georgia Shoe Mfg. Co., Flowery Branch, Ga., manufacturer of Aquaduck and Famous Falcon hunting boots and shoes, has appointed Gero & Bierstein Inc., Paterson, N.J., to handle its advertising. Harris & Weinstein Associates is the previous agency of record.

Honig Moves Baccigaluppi

Roger Baccigaluppi, who joined Honig-Cooper & Harrington in 1958 in San Francisco and has been an account executive and merchandising assistant in HC&H's Los Angeles office, has returned to the San Francisco office.

Execs Averaged $1,140 in Vacation Cost, Study Shows

CHICAGO, May 31—A survey of more than 1,000 executives in Chicago—ranging from company presidents to junior executives—shows they spent an average of $1,140 apiece on their vacations last year.

The Chicago Assn. of Commerce & Industry questioned the executives on their vacations, and found that:

- Favorite vacation spots are in warm climates; 34% prefer these as vacation sites. Mountains, northern woods and lakes run second (31%), and foreign travel third. Specifically, 10% reported traveling abroad last year, and 13% said they planned to do so in 1960.
- The executives are widely split on the time of year for taking leave. About 20% said they took vacations only in the summer; 19% said they go "whenever I can get away"; 18% take a part-summer, part-winter vacation; 11% take winter vacations.
- The majority (67%) attempt to sever all ties with business when on vacation; 10% have their mail sent to them.
- The most popular activity—sightseeing; hunting and fishing ranked second.
- Of the executives, 42% take their families along on vacations.
- About half say they make their own decisions in the selection of vacation sites; 44% said the desires of wife and family come first; 2% take the advice of other company executives; 1% go where the doctor tells them.
- Three weeks was the vacation length mentioned by most executives (37%); 29% took a month, and about one-eighth said they use their own discretion in the amount of vacation time. And 1% said they took no vacation at all.

■ The replies came from presidents of companies, board chairmen, partners and owners of unincorporated businesses (32%); vps of all types (20%); secretaries, treasurers and controllers of corporations (8%); managers of divisions, plants and departments (24%), and subordinate executives (16%). #

O'Beirne Appointed VP

Roche, Rickerd & Cleary, Chicago, has appointed Francis X. O'Beirne vp, with creative direction on all Wilson & Co. and Wilson Sporting Goods Co. advertising. Mr. O'Beirne, formerly art director, has been with the agency for 15 years.

Hearst Named Board Chairman

William Randolph Hearst Jr. has been elected chairman of the board of directors of Hearst Corp., New York. He succeeds Martin Huberth, named chairman of the executive committee.

Rahill Joins McDougall-Butler

John E. Rahill, formerly of Heffernan & McMahon, Buffalo, has been named advertising manager of McDougall-Butler Co., Buffalo.

THE 13th MARKET IS "TWINS"

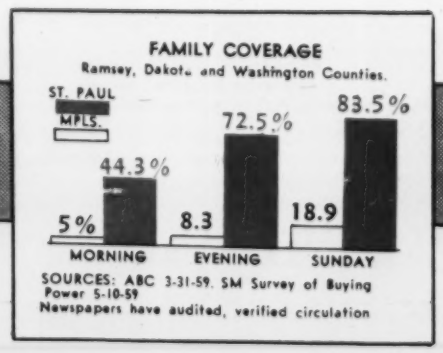
But

THEY HAVE DIFFERENT TASTES

The St. Paul Dispatch-Pioneer Press offers exclusive blanket coverage . . . no other newspaper reaches the St. Paul "Half"

ST. PAUL **DISPATCH**
A RIDDER NEWSPAPER
PIONEER PRESS

Representatives RIDDER-JOHNS, INC.
New York—Chicago—Detroit—Los Angeles—San Francisco—St. Paul—Minneapolis



TESTED AND APPROVED
CONSUMERS INSTITUTE
non-profit
WASH. 1, D.C.

To qualify to display. Write
15 E St. NW Wash. 1, D.C.

How do folks live in New York?
They live by The New York Times.
It serves them with the most
news. It sells them with the most
advertising. New York is
5 million growing families. New York
is The New York Times.

Along the Media Path

Type of improvements made by homeowners, tool ownership and buying intentions, purchase of paints, wallboard, and other construction materials and brands of products used are covered in a reader survey published by **Mechanix Illustrated.** Additional information may be obtained from Carl R. Gisler, research director, *Mechanix Illustrated*, 67 W. 44th St., New York 36.

• A reader survey covering age; education; income; occupation; ownership of autos, music reproduction systems and color tv; travel habits, liquor buying characteristics and anticipated major purchases in the next 12 months has been published by **Theatre Arts.** Copies of the survey may be obtained from Norman Zierold, Theatre Arts, 1545 Broadway, New York 36.

• The **Winston-Salem Journal** and the **Twin City Sentinel,** Winston-Salem, N.C., has completed a $1,500,000 modernization and expansion program, which included the construction of a modern addition, renovation of the old building, and installation of a new six-unit, 96-page convertible press.

for outstanding events and places in the Philadelphia area. The enlarged publication, "WFLN Philadelphia Guide," will feature a day-to-day calendar of cultural and special events, plus the WFLN listings.

• A nationwide program to promote travel and improve the quality of vacation picture taking has been launched by **Popular Photography** in cooperation with the American Society of Travel Agents. More than 250,000 booklets featuring picture taking hints for the vacationer are being distributed via counter cards in 300 travel agencies and 1,000 camera stores. Participating camera stores are displaying more than 20,000 "Travel for Fun & Photos" streamers.

• For the second consecutive year, the **Orlando Sentinel** has been awarded first prize in the r.o.p. color advertising category in the Florida Newspaper Advertising Executive competition.

• **KVOS, KENY,** and **KPUG,** Bellingham, Wash., cooperated in a joint sponsorship of a direct mail piece, which was sent to local businesses, Seattle and Portland brokerage houses and distributors and to agencies throughout the nation to promote the theme, "Radio tells—and sells—best." Individually, they ran almost identical ads in the local newspaper. The three stations also shared and rotated spots and station breaks devoted to radio and radio month during May.

• **KNBC,** San Francisco, is currently offering to its listeners in exchange for a Butter-Nut coffee label or an unwinding band, a free 45rpm recording of the Stan Freberg Butter-Nut commercials on one side and "Omaha Musical"

Clouser Christy Vrba

VICK AWARD WINNER—*John R. Vrba, vp and director of sales of KTTV, Los Angeles, accepts the Vick Award for "Standout merchandising of spot television advertising of Vick products," on behalf of the station. Presenting the award are Ronald A. Clouser, supervisor of media merchandising of Vick Chemical Co., and Orrin Christy Jr., media director of Morse International, agency on the Vick account.*

In Europe, start your day the same way: same news and features as here!

EUROPE-BOUND—*This and other ads like it are currently being run in the New York Herald Tribune to remind Europe-bound readers of its European edition.*

• **Hitchcock Publishing Co.** has established an annual $500 research grant to the Forest Products Research Society to promote wood utilization through research. To be known as the Hitchcock Research Grant, the award will be given annually to a person or persons selected by a society committee and will "recognize outstanding research and/or career accomplishment at the professional and industrial levels in the forest products industry."

• Beginning with the July issue the **WFLN Program Guide** will be expanded into a general guide

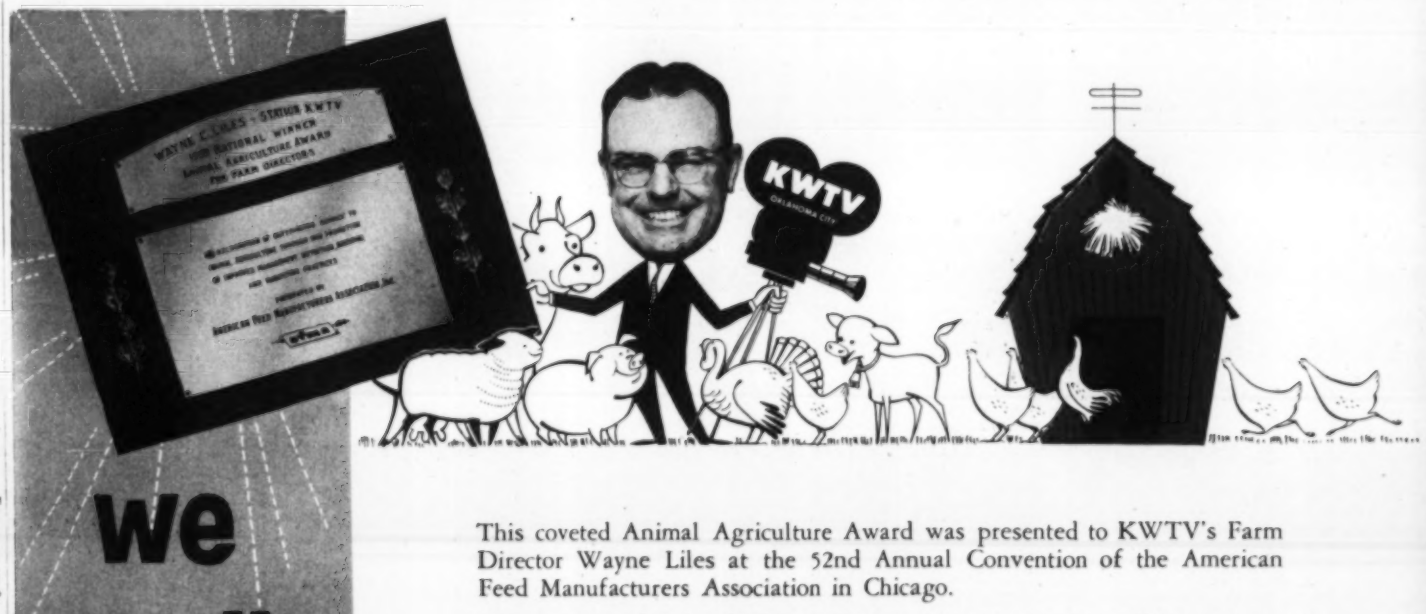
St. Anthony MESSENGER

Tap this source of big business. Advertise every month.

AUGUST ISSUE CLOSES June 20

Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd. Chicago 4
Telephone HArrison 7-7176

NATIONAL CATHOLIC FAMILY MAGAZINE



we really rate down on the farm

...in fact, KWTV's Farm Director Wayne Liles is 1959 National Winner of the Animal Agriculture Award for Farm Directors

This coveted Animal Agriculture Award was presented to KWTV's Farm Director Wayne Liles at the 52nd Annual Convention of the American Feed Manufacturers Association in Chicago.

The basis for judging KWTV's Wayne Liles the National Winner, is set by the Association as follows:

1. Interest and ability to hold the farmers' attention, convey the latest information and stimulate constructive action.
2. Encourage most economical production of livestock and poultry of highest quality, fitting best into market demands.
3. Good balance between management, nutrition, breeding, animal health, labor saving, finance, marketing, consumer education, and youth activities.
4. Participation in field days, tours, contests, special promotions and assistance in animal agriculture activities.
5. Results from the above activities in terms of special developments.

KWTV Farm Programming

Morning News and Farm Markets
7:30 to 7:45 A.M., Monday through Friday—News of rural interest with livestock reports direct from Oklahoma City stockyards.. Also grain and poultry markets.

Farm News and Markets
12:15 to 12:30 P.M., Monday through Friday—Farm news with daily film reports on livestock quotations, with owners name and address, class and grade of stock, weights, prices, and name of purchasers.

Saturday Farm Show
12:30 P.M., Saturday—The emphasis is on state farm youth activities in 4-H, FFA and FHA.

CBS KWTV OKLAHOMA CITY

on the other. The station is also asking its listeners to send in the name of a supermarket that doesn't carry Butter-Nut coffee and the manager of the store is then given a copy of the recording.

• The Industrial Marketers of Detroit has awarded the **Detroit Times** a merit certificate for its 1959 page ad, "Real Truth About Michigan," which promoted the benefits of Michigan. The ad ran in the *Detroit Times*, *New York Times* and the *New York Journal American*.

• The **Miami News** will conduct luncheon conferences in Chicago, Detroit and Atlanta to tell the "Miami Story." Business men attending the luncheon will hear about the growth of Miami's economic market and why the market doubles in population every 10 years.

• The Advertising Club of Hartford has presented its Grand Award to **WKNB** for the station's "outstanding self-promotion."

Keiley Covell
Dershem Beasley

OLD RADIO?—*Looking over some of the radios submitted in response to an old radio contest sponsored by WKZO, Kalamazoo, as part of its national radio month promotion are Eydie Keiley, record librarian; Art Covell, chief engineer, and Lee Dershem and Jim Beasley, disc jockeys.*

• A 14-page "Market Survey on Drinking Fountains & Water Coolers," in which fountain and cooler manufacturer representatives and plumbing contractors were questioned to get a detailed appraisal of the plumbing contractor's role in determining the brand of cooler and fountain he installs, is available from the **Contractor**, Herald Tribune Bldg., New York 36.

• Louis Heckmann, copywriter in the San Francisco office of Young & Rubicam, has been named first place winner in **KGO-TV's** slogan contest conducted among agency personnel. The San Francisco station's winning slogan: "Channel 7 . . . a natural for better viewing."

• Three Tidewater Virginia television stations **WTAR-TV, WAVY-TV** and **WVEC-TV**, are planning the publication of a joint monthly program bulletin which will categorize tv programs, both local and network, according to content—information, education and culture. While the idea is not new with Norfolk stations, **WTAR-TV** said, they will be among the first to embark on the joint scheme. So far, WTAR-TV said, stations in Los Angeles and Chicago are already issuing informational bulletins, with Detroit, Washington, New York and Boston in the planning stages.

• **Life** presented a 9-minute promotional film, "Dialogue of Life," which sketches the scope of *Life* news coverage as a setting in which to place a sales message, at a special reception in Washington earlier last month. Among the guests at the reception were Vice-President Richard M. Nixon, Allen Dulles, director of the Central Intelligence Agency, and Commerce Secretary Frederick Mueller.

• **Department of New Laurels:**
Net billings for the first six months of 1960 for **Playboy** will come to $729,159, a 62.3% increase over the comparable 1959 period. Advertising linage for the same period will show a 19.57% gain with a total of 59,840 lines, as compared with 50,055 lines for the first half of 1959.

Advertising revenue for **Family Circle** for the first six months of 1960 will reach $6,806,574, a 25.8% increase over the same period in 1959. #

Anderson Names Mittleman

Anderson-McConnell Advertising, Los Angeles, has appointed Rick Mittleman radio-tv director. Mr. Mittleman formerly held producer and writer positions with John Guedel Productions and Wayne Steffner Productions, both in Hollywood.

Tomlinson to 'Pop. Electronics'

Warren Tomlinson, formerly with National Advertising Service, has joined the sales staff of *Popular Electronics*, New York.

Speedlight Names Kent

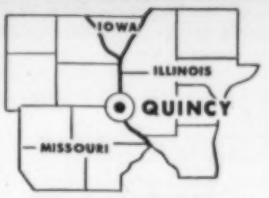
American Speedlight Corp., Middle Village, N. Y., maker of lighting equipment, has named Howard Kent Inc., New York, its agency.

QUINCY, ILL.

HUB OF AN ISOLATED TRI-STATE MARKET

Qualifies as a Major Midwest Test Market

QUINCY IS A VERY IMPORTANT FOOD MARKET. The new Kroger (16,800 sq. ft.) and National Food (18,000 sq. ft.) Super Markets in Quincy's recently opened 29-unit Costo Shopping Center make the Quincy Market TOPS for these great companies in the central midwest (exclusive of metropolitan St. Louis).



ONE NEWSPAPER WIDE

THE QUINCY HERALD-WHIG

HAL CULP, Advertising Manager • Phone BA 3-5100

"Represented by the John Budd Co."

50,111 ABC CITY ZONE POPULATION

70,000 miles are covered each year by the KWTV Farm Reporters. Here Farm Director Wayne Liles shoots field sound-on-film from atop one of the farm station wagons specially equipped for complete mobile operation.

Farm youth accomplishments are continually spotlighted by KWTV. Associate Farm Director Jim Hedrick (second from left) interviews Grand Champion lamb owner at livestock show, as purchaser and Oklahoma Governor Edmondson (far right) look on.

Cattle is Oklahoma's major product in the state's No. 1 industry—Agriculture. Livestock reporter Bill Hare shoots film for the video portion of KWTV's daily market report. Hare reports audio portion direct from the stockyards.

Cover the KWTV 54-County Community from The TOWER with SALESpower in Oklahoma!

EDGAR T. BELL, General Manager
JACK DeLIER, Sales Manager

Represented by Edward Petry & Co., Inc.
The Original Station Representative

How To Bring Prospects To The Point (of Sale)

Bull whips, lassoes and the more extreme forms of bush beating are OUT! Today's sophisticated consumer will not be driven or dragged to market.

If you want him to find his way to your sales counter, appeal to him as an individual . . . a person with specific wants, needs and dreams . . . and tell him how your product or service can help him reach his goal.

The medium ideally suited to this purpose is Mass Mail. Combining personal appeal with the broad coverage of the mass media, Mass Mail allows you to concentrate on those individuals and groups who are known prospects.

Scientific market testing and analysis are the keys to successful Mass Mail advertising and sales. Properly used, they can give almost immediate proof of the effectiveness of each appeal, each dollar spent. They also provide an economical means for uncovering new prospects, broader markets.

Lemarge is using the Mass Mail technique successfully in the planning, creation and production of direct mail campaigns for some of the nation's biggest advertisers.

We have helped pull prospects for almost every type of product or service. And, if you are advertising or selling in consumer markets, chances are Lemarge can serve you profitably, too. Why not call or write us now.

mass mail specialists **LEMARGE**

Lemarge Mailing Service Company • 417 South Jefferson St., Chicago 7, Illinois

Radio Can Cash in on Compact Boom, MJA Execs Declare

LOS ANGELES, May 31—The whole marketing concept for automobiles is changing. The purchase of a car, formerly "the second largest buying decision a man made," is now very close psychologically to the impulse buying of small ticket items.

This was the premise of George Genzmer, western division marketing director of MacManus, John & Adams, speaking before the Southern California Broadcasters Assn. His agency will handle Pontiac's new compact, the Tempest.

This change results, he said, from two things: Increased income per family, and the advent of compact autos. Concerning the latter, Mr. Genzmer made these points:

1. Compacts find their market among previous used car buyers, among buyers of foreign cars who want gas and operating economies, but also want more room and more comfort, and among buyers of the low-price cars who would prefer more operating economies than they are getting.

2. The market lies between the ages of 25-44, and splits between those with under $6,000 income, and the over $10,000 income class. At the high level, the compact is the second car; for the lower income group, the compact is a new car instead of a used car. A recent study in Chicago revealed that for 92% of unskilled workers buying a compact, it was their first new car purchase, he reported.

Mr. Genzmer said this market should be of great interest to broadcasters because radio and tv are the best way to reach it, and, radio is the medium that can be used with necessary frequency.

■ Don Jones, vp in charge of MacManus, John & Adams' western division, noted that from January to May radio channels "have been saturated with automotive radio advertising though local dealers, dealer associations and some continuing factory money.

"The market is tight. The first ten days of May showed dismal sales records for many makes. Shifting patterns are emerging as compacts continue to make a deep impression on the market."

Mr. Jones said that there has been a "high public awareness and knowledge of the compacts during the early months of introduction." But, he noted, this high initial interest has decreased somewhat. This led, he said, "to the great new recent wave of advertising in local radio as compacts fought hard for a position in the minds and pockets of the American consumer."

Describing radio as "well entrenched in the picture as a major advertising medium for most automobile marketers," Mr. Jones posed three questions:

1. "What is radio going to do about the big log jam?" He asserted radio stations have built "traffic time" to such importance that buyers are being scared from other times. He suggested radio shake up its format, as have newspapers, magazines and outdoor. "The newspapers can't put everyone on page three."

2. "What are you doing to put stimulating new programs on the air?" He deplored "me-tooism" and said creative programming can give a station more good time to sell. "Why can't you build your daytime shows to really influence women . . . and thereby fashion a real story for compacts, for example, to the woman's front?"

3. "What vital merchandising programs can you furnish?" Here, he said, he has in mind more than stickers saying "Listen to zzzip to zzzzzzing on our station." More effort is needed in showing local dealer groups how radio produces tangible results, he added.

■ "Isn't there a creative idea, a unique radio device that bespeaks the warm, intimate influence of radio as the consumer's guide? I mean something newer and fresher than 'Disc Jockey Rockey sent me'."

■ Mr. Jones said these questions are important because their answers lead to radio getting its share of Detroit advertising dollars, for standards and compacts. "In the first year of production of American compact cars, the first three compact cars allocated $18,000,000 to advertising. In 1960, 11 compacts will be on the market, each slated to go into a full scale advertising effort, particularly on the West Coast." #

Set Top Brass Drive

Magazines, spot and network television, radio and newspaper on a co-op basis are being used by Revlon Inc., New York, in a spring campaign for Top Brass hair dressing for men and Top Brass roll-on deodorant. Mogul, Williams & Saylor, New York, is the agency.

Tatra Cheese to Gardner

Tatra Sheep Cheese Corp. has appointed Ralph D. Gardner Advertising, New York, for a national campaign for its line of imports and to introduce Tatra's imported grated Bryndza cheese.

The CLIPPER Creative ART SERVICE

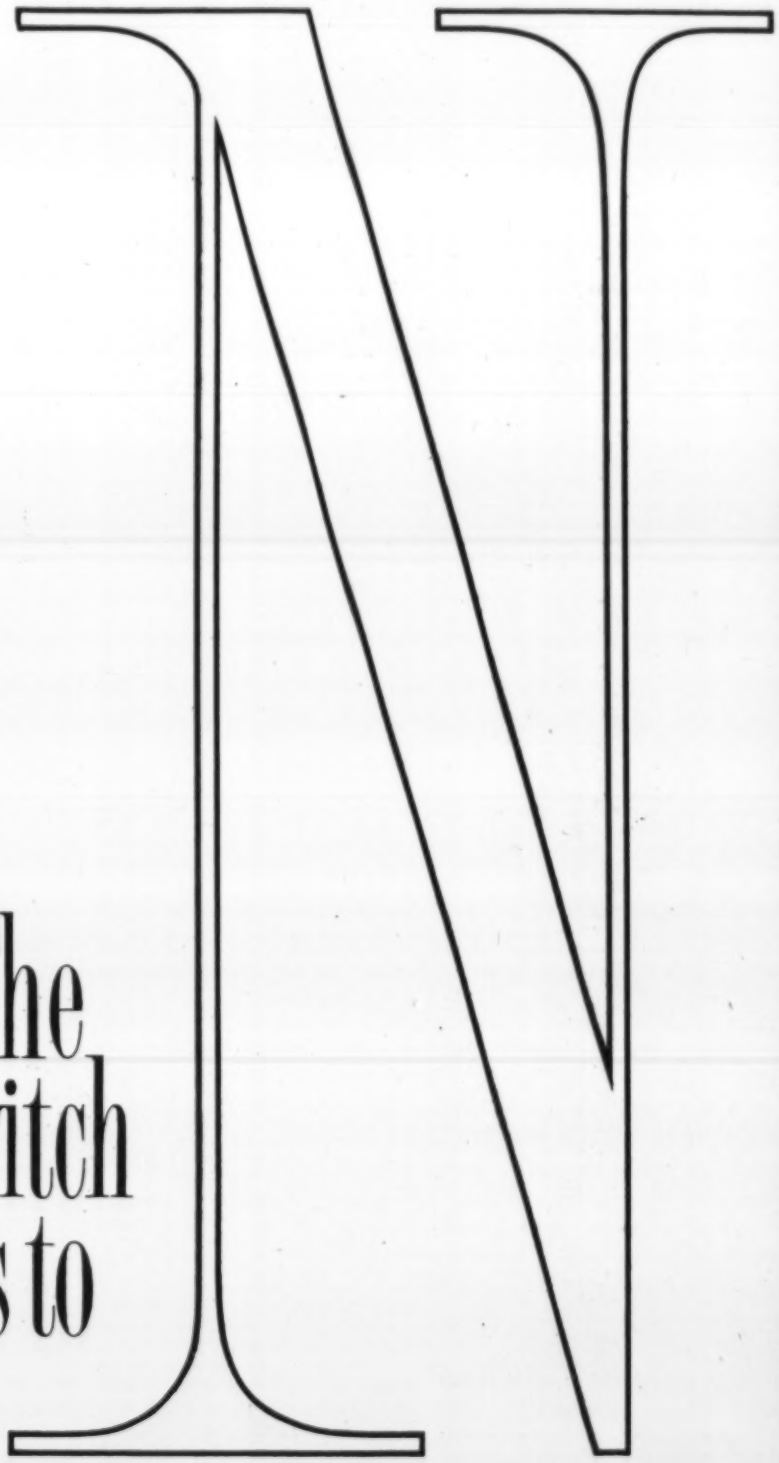
There are many clip art catalogs available, but ONLY ONE *complete art and layout* service. Ideas alone in each monthly issue are worth many times the small cost. From the smallest printers to the largest concerns such as Prudential, General Motors, etc. have been Clipper subscribers for many years.

to cover cost of packing and mailing will bring you —

FREE...

THE COMPLETE CURRENT ISSUE

single current issues normally sell for $20.00. The complete issue, yours to use, can make you hundreds of extra dollars! In addition to the current issue you will receive an unusual, attractive, introductory offer. No obligation. No salesman. Attach one dollar to letterhead and mail today to Multi-Ad Services, Inc., 124 Walnut Street, Peoria, Illinois.



Underwood Leaves Mathes

J. M. Mathes Inc. is no longer handling advertising for Underwood Corp., an account it acquired only last July, and the business is expected to be consolidated with the Olivetti account at Geyer, Morey, Madden & Ballard. Olivetti, Italian typewriter and business machine manufacturer, recently acquired working control of Underwood.

Shortly after it succeeded William Esty Co. on Underwood, Mathes lost the International Telephone & Telegraph account to Doyle Dane Bernbach—and the loss was attributed to a conflict with Underwood. A company in the red for some time, Underwood spent at a clip of $2,000,000 annually at Esty but the account has now dwindled to an estimated $500,000.

McGraw-Hill Names Miller

Eugene Miller, formerly associate managing editor of *Business Week*, a McGraw-Hill Publishing Co., New York, publication, has been named McGraw-Hill's director of public affairs and communications, a new post, effective July 1.

Crawford Book Tells Executives About Ad Principles, Functions

BOSTON, May 31—A new textbook on advertising, "Advertising: Communications for Management," has been written by John W. Crawford, head of the advertising department of Michigan State University (Allyn & Bacon, Boston, $7.50).

It is billed as "a management approach to the principles of advertising, and how to apply them for effective corporate communication."

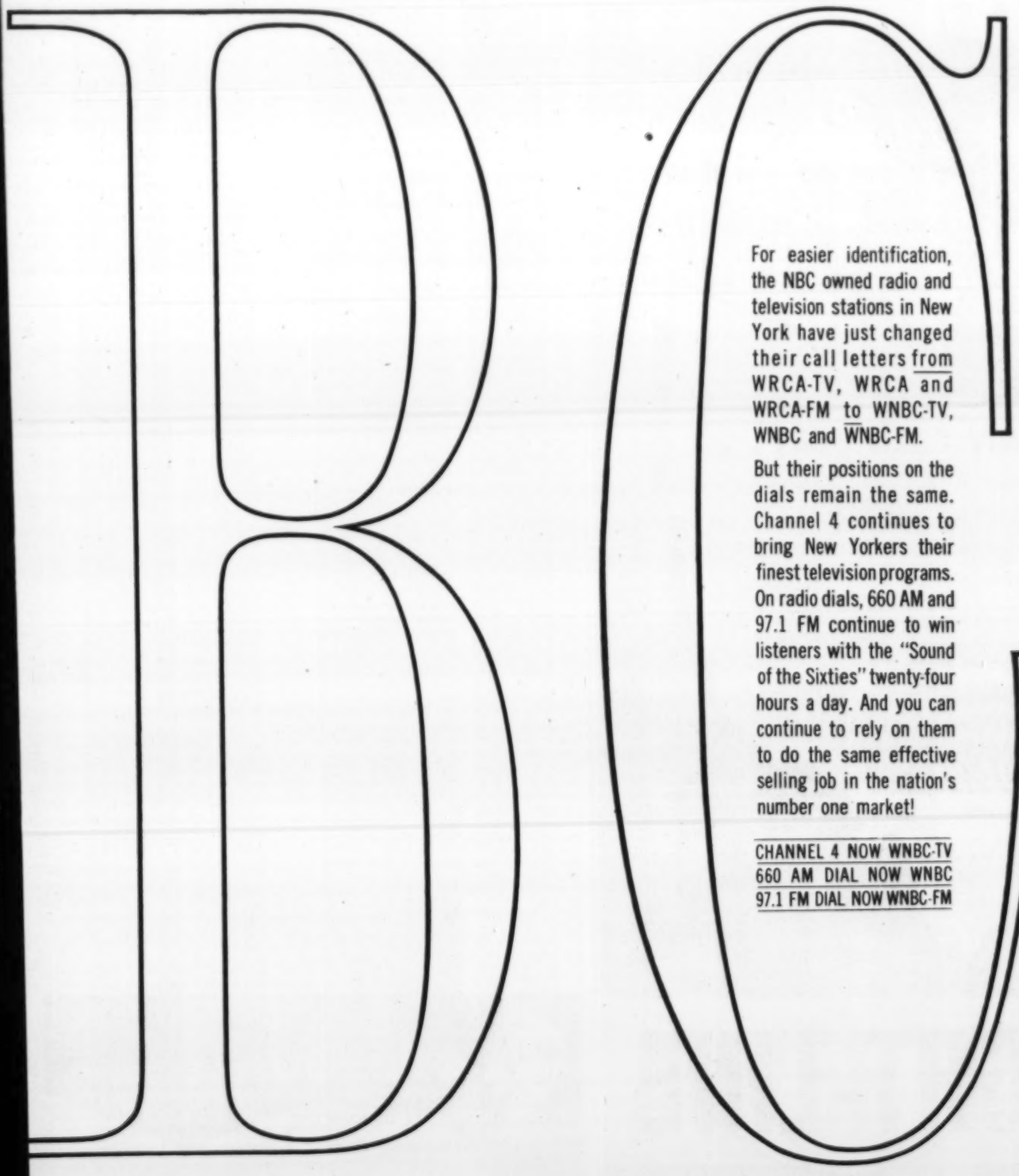
The need for people with competent critical judgment of advertising exists not only in the creative or administrative phases of advertising, the author writes. "Informed critical judgment is important at all levels of management, where people not immediately and intimately concerned with advertising must evaluate, judge and approve advertising plans, budgets and campaigns."

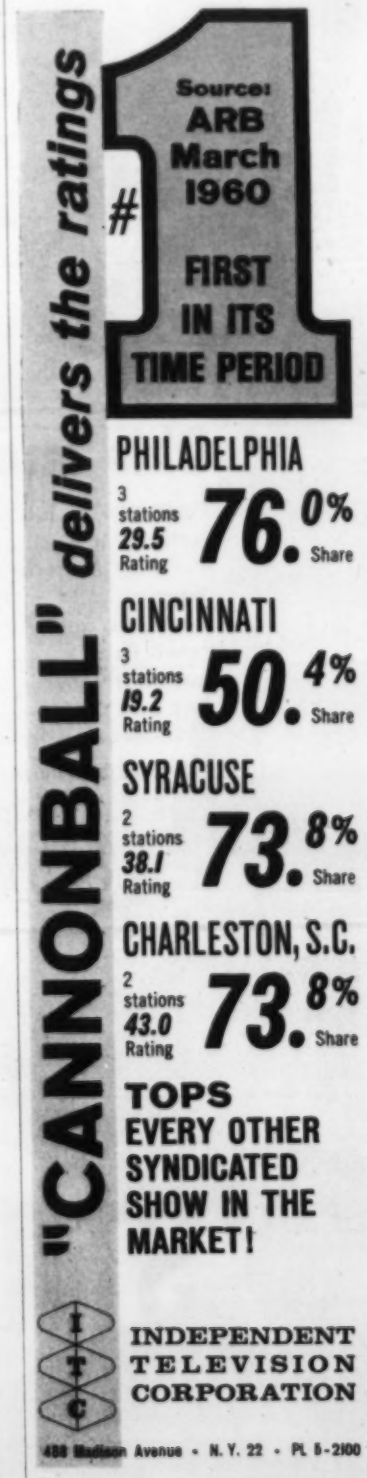
Chapters cover the basics of such topics as responsibilities of advertising, objectives of advertising, advertising research, preparation of advertising, advertising media, the marketing plan and advertising campaigns.

■ For those who collect definitions of advertising, Mr. Crawford offers this one:

"Advertising is people communicating with other people about products or services which one group provides in order to supply the needs or desires of a larger group. Advertising is the art of persuading people to do with frequency and in large numbers something you want them to do."

Before joining Michigan State in 1956, Mr. Crawford was vp and copy supervisor in the Chicago office of Kenyon & Eckhardt. Previous to that he spent 17 years at Leo Burnett Co., Chicago, where he rose from copywriter to manager of the copy department. He has also been with the *Toronto Daily Star*, J. Walter Thompson Co. and Allis-Chalmers Mfg. Co. #


For easier identification, the NBC owned radio and television stations in New York have just changed their call letters from WRCA-TV, WRCA and WRCA-FM to WNBC-TV, WNBC and WNBC-FM.
But their positions on the dials remain the same. Channel 4 continues to bring New Yorkers their finest television programs. On radio dials, 660 AM and 97.1 FM continue to win listeners with the "Sound of the Sixties" twenty-four hours a day. And you can continue to rely on them to do the same effective selling job in the nation's number one market!
CHANNEL 4 NOW WNBC-TV
660 AM DIAL NOW WNBC
97.1 FM DIAL NOW WNBC-FM


"CANNONBALL" delivers the ratings
Source: ARB March 1960
1
FIRST IN ITS TIME PERIOD
PHILADELPHIA
3 stations 29.5 Rating 76.0% Share
CINCINNATI
3 stations 19.2 Rating 50.4% Share
SYRACUSE
2 stations 38.1 Rating 73.8% Share
CHARLESTON, S.C.
2 stations 43.0 Rating 73.8% Share
TOPS EVERY OTHER SYNDICATED SHOW IN THE MARKET!
INDEPENDENT TELEVISION CORPORATION
488 Madison Avenue • N. Y. 22 • PL 5-2100

National Brewing, WBAL Are Top Clients in Baltimore Art Directors' Competition

BALTIMORE, May 31—The tenth annual exhibition of the Baltimore Art Directors Club, featuring outstanding advertising art, has selected 67 award winners in 39 categories from more than 450 entries, it was announced by Frank C. Mirabile, president.

National Brewing Co. and WBAL-WBAL-TV took three awards apiece to lead the advertisers; Ed Gold, with five awards, was the top artist-art director; among agencies, VanSant, Dugdale & Co. had 11 winners, W. B. Doner & Co. eight and Barton-Gillet six.

Award winners and their categories are:

Consumer magazine ads: full color, more than one page—Edward Rogers, art director; Herbert Matter, photographer; VanSant, Dugdale & Co., agency; National Lumber Manufacturers Assn., client.

This group also received the award for a color page.

One or two colors, full page and less than one page—Thomas E. Parlette, art director; Gordon Lowenberg, artist; Emery Advertising Corp., agency; Avalon Hill Co., client.

Trade magazine ads: One or two colors, more than one page—Stan Paulus, art director; Don Major, artist; VanSant, Dugdale & Co., agency; Eastern Stainless Steel, client.

One or two colors, full page—Conrad C. Bauer, art director; George P. Menkel, artist; Joseph Katz Co., agency; WWDC, client.

One or two colors, less than one page—Gordon A. Schwartz, art director and artist; W. B. Doner & Co., agency; WBAL, client.

Magazine covers: Consumer magazines—Margaret Rigg, art director; Robert Wirth, artist; Methodist Publishing House, client.

Trade magazines: Ed Gold, art director and artist; Barton-Gillet Co., agency; Assn. of Industrial Advertisers, client.

Newspaper ads: B&w over 1,200 lines and from 300 to 1,200 lines—Stan Paulus, art director; Henry Dravneek, photographer; VanSant, Dugdale & Co., agency; Equitable Trust Co., client; Baltimore Gas & Electric Co., client.

B&w, 300 lines or less—R. H. Gettier, art director; Mettee Studio, photographer; VanSant, Dugdale & Co., agency; Baltimore Business Forms, client.

Booklets, direct mail pieces: Three or more colors, over four pages and four pages or less; Kern Devin, art director and artist; Barton-Gillet Co., agency; Smith College, client; James B. Rouse & Co., client.

One or two colors, over four pages—Ed Gold, art director and artist; Fred Worthington, photographer; Barton-Gillet Co., agency; Family & Children's Society, client.

Posters: Six or more sheets—Lewis Waggaman, art director; Randall Shaull and Larry Fritz, artists; VanSant, Dugdale & Co., agency; Esskay, client.

All other posters—Gordon A. Schwartz, Joel Adler, art director and artist; W. B. Doner & Co., agency; Mondawmin Merchants Assn., client.

Point of sale and display: Packages; Woody Ensor, art director; Edward Cristle, artist; John W. Masury & Son, Inc., client.

Book jackets, record album covers: Gordon A. Schwartz, art director; Lionhill Studio, artist; W. B. Doner & Co., agency; Ottenheimer Publishers, client.

Institutional: Company magazines or house organs; Ed Gold and Kern Devin, art directors; Fred Worthington and Marion Warren, photographers; The Barton-Gillet Co., agency.

Annual reports; Ed Gold, art director; Marion Warren, photographer; Barton-Gillet Co., agency; Union Memorial Hospital, client.

Letterheads and trademarks; Ed Gold, art director and artist; Barton-Gillet Co., agency; Beth Schwartzman, client.

Magazine advertising art: Full color, product illustration—William Hunter, art director; Blakeslee-Lane, photographer; W. B. Doner & Co., agency; National Brewing Co., client.

Full color, general illustration—Edward Rogers, art director; Herbert Matter, photographer; VanSant, Dugdale & Co., agency; National Lumber Manufacturers Assn., client.

One or two colors, fashion or style illustration; George Fondersmith, art director; Mettee Studio, photographer; VanSant, Dugdale & Co., agency; W. R. Grace & Co., client,

One or two colors, general illustration—George Fondersmith, art director; Dick Loomis and Don Major, artists; VanSant Dugdale & Co., agency; W. R. Grace & Co., client.

Newspaper advertising art: B&w fashion or style illustration—Hazel Croner, artist; Hutzler's, client.

B&w, general illustration—Lun Harris, art director and artist; Nyburg Advertising, agency; Welsh Construction, client.

Booklet-direct mail art: Three or more colors—Edward Rogers, art director; Blakeslee-Lane, photographer, VanSant, Dugdale & Co., agency; Owens Yacht Co., client.

Two colors; Gordon A. Schwartz, art director and artist; W. B. Doner & Co., agency; WBAL, client.

Poster art: One or two colors—Joel Adler, art director and artist; W. B. Doner & Co., agency; WBAL-TV, client.

Editorial art: Two or more colors—R. W. Lapham, art director and artist; Dezes' Restaurant, client.

Slides, slide films, flip charts: Color—VanSant, Dugdale & Co., agency; Commerical Credit Plan, client.

Experimental—Ann Hardey Miller, art director and artist.

Television commercials: Seven-second identifications, b&w—W. B. Doner & Co., agency; Quartet Films, photographer; National Brewing Co., client.

Twenty-second b&w—VanSant, Dugdale & Co., agency; Esskay, client.

One minute or more, color—Edward Hainke, art director and artist; Walter Reed Army Medical Center, client.

One minute or more, b&w—W.B. Doner & Co., agency; Fred Niles Productions, photographer; National Brewing Co., client. #

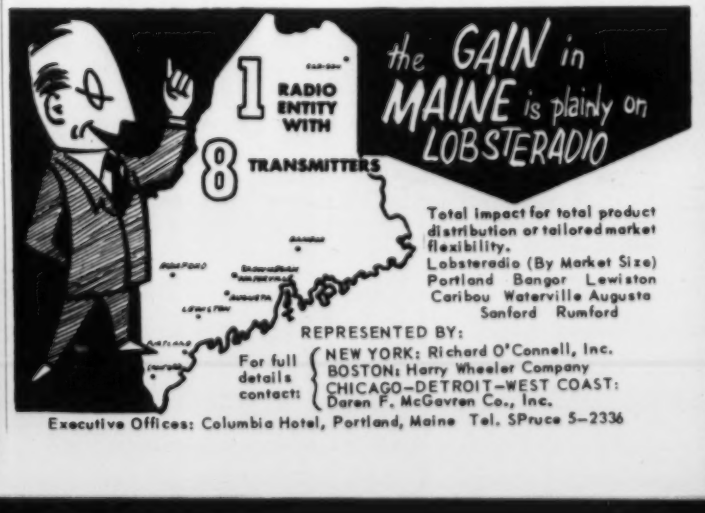
Character Doll, Remco Use TV; U.S. Rubber Buys Farm Radio

American Character Doll Co., New York, will run a 13-week pre-Christmas schedule of participations on CBS-TV's "Captain Kangaroo." The doll company and Remco Industries, both handled by Webb Associates, will use a saturation schedule of participations in children's tv shows in the top 50 markets this fall.

Also scheduled for an autumn start, U. S. Rubber Co. will promote its farm boots in spot radio with recorded and live minutes in about 20 major farm markets; the agency is Fletcher Richards, Calkins & Holden.

Gordon & Hempstead Names 2

Gordon & Hempstead, Chicago agency, has made the following appointments: J. Myron Bay, former secretary-treasurer-general manager at Pam Industries Inc., has been named a vp. Herbert L. Salinger, former advertising and sales promotion manager of Chocolate Products Co., Chicago, has been appointed copy director. He succeeds Neil Waldman, who resigned.


1 RADIO ENTITY WITH 8 TRANSMITTERS
the GAIN in MAINE is plainly on LOBSTERADIO
Total impact for total product distribution or tailored market flexibility.
Lobsteradio (By Market Size)
Portland Bangor Lewiston
Caribou Waterville Augusta
Sanford Rumford
REPRESENTED BY:
For full details contact:
NEW YORK: Richard O'Connell, Inc.
BOSTON: Harry Wheeler Company
CHICAGO—DETROIT—WEST COAST:
Daren F. McGavren Co., Inc.
Executive Offices: Columbia Hotel, Portland, Maine Tel. SPruce 5-2336

AD MILEAGE—*To dramatize its consumer and trade advertising campaigns at regional dealer meetings, Skil Corp., Chicago, created this block-long exhibit of 269 different ad pages which ran in one or more publications in 1959. The 1960 campaign, dealers were told, is 18% larger. Fuller & Smith & Ross, Chicago, is the agency.*

Agency's Flyer Recounts 'Good Job' on Account It Lost

ST. LOUIS, May 31—French Advertising has lost Star Hill Distilling Co., Loretto, Ky., but has retained its taste for a bourbon account.

In a short history, published since Star Hill moved to Zimmer-McClaskey, Louisville, the French agency reviews how it merchandised and marketed the distiller's product, Maker's Mark bourbon.

French obviously is proud of "the job we did" and is "confident" that "loyal efforts for Maker's Mark have not gone unrecognized in the industry.

"We expect to put this knowledge and loyalty to good use for another whisky account in the near future," asserts French's president, Kenneth J. Bayer.

■ The small, soft-covered booklet, "The Wonderful World of Bourbon Advertising & the Story of Maker's Mark," notes that French would have detailed its successful job with Maker's Mark sooner, "except for the fact that we were busy trying to sell even more of his product."

It states further, "Even the client thinks we did a good job for Maker's Mark. He said so in his letter firing us." #

Trane Names Votava

Frank A. Votava has been named manager of the market research department of the Trane Co., La Crosse, Wis., manufacturer of air conditioning, heating, ventilating and heat transfer equipment. Before joining Trane, Mr. Votava was a market analyst with the Pillsbury Co., Minneapolis, and Crucible Steel Co. of America, Pittsburgh.

Acker to 'Ingenue'

Robert J. Acker, for the past five years midwestern representative for Dell Publishing Co.'s men's group, 1,000 Hints magazines and paperback books, has been appointed to the Chicago ad staff of *Ingenue*, a Dell publication.

WEAV Becomes CBS Affiliate

WEAV, Plattsburgh, N. Y., effective June 1, will become a CBS Radio network affiliate. The 5,000-watt station has been an ABC affiliate since 1936.

make **sure** you get the order

localized advertising in the state farm paper which has earned his confidence . . . brings buying results

Farmers like our kind of paper. It's local . . . an informed "next door neighbor" . . . because we edit only for Ohio people and Ohio agriculture. Farmers prefer us 2 to 1 over any other farm publication. Your product gains added interest and respect in this environment. Farmers become even more interested when you use techniques of STRAIGHT-LINE ADVERTISING — local pictures, case histories, prices, terms, dealer listings. We can insert these quickly and at low cost because we print by gravure. Want proof? Send for free folder.

The OHIO FARMER

1010 ROCKWELL AVE., CLEVELAND 14, OHIO

STRAIGHT-LINE ADVERTISING available also in—
MICHIGAN FARMER • PENNSYLVANIA FARMER
THE INDIANA FARMER • THE KENTUCKY FARMER
THE TENNESSEE FARMER & HOMEMAKER

ADVERTISING

ideas

that sell at the point of sale

√ CHECK items on which you want information and samples and write Chicago Show Printing Company, 2635 N. Kildare, Chicago 39.

☐ Permanent-type Displays—wood, glass, plastic, metal ☐ Molded Plastic and Animated Displays ☐ Complete Dealer Display Kits ☐ Cloth Banners ☐ Outdoor Displays—Stanzall® ☐ Cardboard Displays ☐ Econo Signs ☐ Mystik®—Self-Stik Displays ☐ Pennants ☐ General Lithographing Services ☐ Complete creative point-of-sale facilities from ideas to sales.

CREAM OF CANADA CROP—*These are some of the 26 campaigns selected by the Assn. of Canadian Advertisers, Canadian Assn. of Advertising Agencies, Copy Directors Club of Toronto and Marketing Magazine as "outstanding" in showing "some of the thought and creativity exercised by advertising agencies in Canada." The ad headed "Johnny won't be in school this morning," by the Ontario department of transport, was created by McKim Advertising. "Goin' great guns in Montreal," for Station CFCF, was also handled by McKim. "French Canadian Pea Soup," by Lipton, was done by Young & Rubicam. "They named it Yuban—the world's richest coffee," was another McKim job, this time for General Foods. Union Carbide's polyethylene ad was created by Industrial Advertising Agency. The "Cherry Jell-O is always in season" layout was handled by Baker Advertising for General Foods. "And half a continent begins to thaw" was created for the Toronto-Dominion Bank by James Lovick & Co. "Wonderfully washable paint" was the work of Needham, Louis & Brorby for CIL Ciltone interior paints. "A world of love in your arms," placed by Heinz baby foods, was the work of Maclaren Advertising.*

Modern Medicine

is pleased to announce that

the **Symposium on Cancer**

in the April 1, 1960 issue had

a **Readex Rating**

of . . . **96%**

. . . this is the highest rating ever recorded in a medical publication

The measure of your opportunity. . .

Everyone agrees that the effectiveness of a medical journal depends basically on how well the journal serves the doctor's needs. The journal that supplies the doctor with what he wants will capture and hold the doctor's interest. How well MODERN MEDICINE does this is not a matter of speculation. It is evidenced in continuously high interest ratings, now capped by this tremendous 96% rating.

This is the measure of the opportunity offered in this publication. The audience is known—exposure is assured—and interest depends solely on the message. The challenge and the opportunity offered in MODERN MEDICINE are unmatched in the medical field.

Sell the Doctor when his mind is on Medicine . . . in

MODERN MEDICINE

The Journal of Diagnosis and Treatment

MINNEAPOLIS • CHICAGO • NEW YORK • SAN FRANCISCO • LOS ANGELES

In Canada: MODERN MEDICINE OF CANADA
MÉDECINE MODERNE DU CANADA
In Great Britain: MODERN MEDICINE OF GREAT BRITAIN
In Australia: MODERN MEDICINE OF AUSTRALIA

Also publishers of THE JOURNAL-LANCET—GERIATRICS—NEUROLOGY—WORLD NEUROLOGY

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Readers Rise to Defense of Ads Criticized by the Creative Man

To the Editor: In your issue of May 9 is a dangerously unfair attack on an advertisement which had already attracted my favorable interest: The Chrysler Corp. Valiant ad headlined: "Lower Your Cost of Living It Up!"

I say that your Creative Man's comments are unfair because they are not creative comments; if he can "respectfully submit that 'Lower Your Cost of Living It Up!' is a good heading," he has no business ignoring the many other good things in this advertisement . . .

He calls the symbolic substitution of pennies for O's "a deadly interrupter of thought." But successful advertisements are not based on thought alone; they are combinations of thought and feeling—of the objective and the subjective. Those four pennies, thoughtfully aligned in that "good" heading, tug gently at the feelings of everyone who has ever heard of Ben Franklin . . .

Even the change of color to which your Creative Man objects helps to make this heading effective: it signals a change of phrase and a change of pace; it says subtly —but very legibly!—that "living it up" is a pleasurable derivative of "lower your cost"; it adds a touch of visual interest at no cost at all in visual unity . . .

In discussing copy, your man is almost equally hopeless. His is the kind of Gibralter-like stupidity that is supposed to typify clients. It finds its justification in a "decent respect" for the English language—a language whose viability is an important condition to its survival . . .

Post facto analysis of copy and layout can be pushed to lengths as ridiculous as your Creative Man's criticisms, of course. A dozen other, perhaps equally valid, rationales could be established for this fine advertisement . . .

But the very fact that creative people don't necessarily function in a philosophical vacuum might be significant; your critic's questions are asked in that hypothetical vacuum; the danger is that some of Advertising Age's readers will assume that they can't be answered, and that they appear in professional context helps to support that assumption . . .

Charles W. Fletcher,
New York.

•

To the Editor: The more I read the Creative Man's Corner, the more I feel that the column should be entitled the Destructive Man's Corner. Possibly the column in your issue of May 16 was written to arouse the ire of guys like me, incensing us to the point where we will sit down and write you a nasty letter. If this is the case, it worked! And away I go . . .

To quote from the column: "L&M seems to be riding the crest at the moment with a musical commercial that all the country is singing." Now, really, isn't that exactly what advertising is supposed to accomplish, particularly for an item like a cigaret, which is usually purchased on impulse?

Yet, the Creative Man goes on to say: "When the verbal part of this commercial is put into cold print, aside from reminding us of the commercial, we wonder just what is accomplished that is good for L&M."

My only comment is this: *The verbal part of the commercial was never meant to be put into cold print!* If L&M were selling automobiles, the car's specifications should be printed in b&w for everyone to study. But what is there to study about a cigaret? All filter cigarets have white paper enveloping some tobacco and a filter . . . nothing else! In advertising a product such as this, you must find something which will catch the eye and ear of the smoker that is different from the advertising of competitive brands.

If the agency can come up with a singing commercial which is being sung by the whole country, more power to them! When I plunk down 30¢ for a pack of cigarets, and begin singing that tune, do you think I'm going to buy Winstons? Not on your life.

Winstons may "taste good like a cigarette should," but "L&M has found the secret that unlocks the flavor in a filter cigaret!" And they have a darned good singing commercial, too.

'Nuff said . . . think I'll sit back and taste some of that L&M flavor.

D. J. Massnick,
Advertising Manager, Liberty Homes, Lewis Mfg. Co., Bay City, Mich.

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A Modest Proposal from Boston and Violent Dissent on Hartog

To the Editor: After viewing Hartog's display of bosomy vulgarity in your May 16 issue, I was disturbed by the news that Hartog is "striving for fresh approaches and new techniques of presentation."

Why should they have to strive so, when the road to being "different" is so obvious—I mean the "Hathaway" approach, of course! If a physical disability (the one-eyed man) can sell dress shirts, and a bosomy nude can sell sport shirts, what could be more fitting and imaginative than a combination of the two philosophies!

Of course, the one-eyed bit has worn a trifle thin, but—eureka!—what's to prevent us from using a one-armed girl or a one-legged girl. Think of the reader impact! Think of the seen-associated scores! Think of the gainful employment that could be given amply-endowed young women amputees willing to model sport shirts —and nothing else! Think of the advertising history waiting to be made!

Better yet—oh, why didn't we think of this before!—since readers are already conditioned to bare bosoms, why not use a one-breasted girl. After all, weren't the original Amazons one-breasted women warriors—and what better symbol to attract a virile male than an Amazon draped in a Hartog sport shirt. Remaining breast showing, of course! Gentlemen, we are on the threshold of a new era in advertising!

Sylvia R. Roche,
Boston.

•

To the Editor: Advertising Age shocked me in commending Hartog for an ad campaign that disgraces every serious minded advertising man.

It is a regrettable injustice to a profession you are usually doing much to elevate.

As for Hartog, the sooner advertising rids itself of their kind of campaigns the sooner it will mature and earn the respect of the American public.

Alfred De Martini,
De Martini Associates, Haddon Heights, N. J.

• • •

Data on Ohio Received Too Late for Study Review

To the Editor: We wish to thank you for the generous review of our annual study, "1960 Development Advertising Reports," on Page 62 of the May 23 issue of Advertising Age.

Your annual reviews of this book have always been instrumental in increasing interest among advertising people in the subject of state development advertising, and we receive many inquiries as a result.

You (and we) may receive some kickback from a sentence in the next to last paragraph—regarding Ohio's reporting that it had no promotional activity last year—which is neither your fault nor ours.

When we sent you your review

Switch to Lake Shore for faster service!

ELECTROTYPES · NEWSPAPER MATS
REILLYTYPES · PLASTIC PLATES

LAKE SHORE ELECTROTYPE DIVISION
1224 W. VAN BUREN · CHICAGO 7, ILL. · SEeley 8-1010

Modern machinery and mass production techniques will always give way to the skilled hands of the tailor when it comes to the ultimate in suits. Likewise, the points of superiority which constitute the difference in television and radio today are not so much of mechanical doing. It still takes that human element . . . the "quality touch"! And we're ready to put it to work for you!

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

WFAA
TELEVISION abc
RADIO abc/nbc · DALLAS
Serving the greater DALLAS-FORT WORTH market
BROADCAST SERVICES OF THE DALLAS MORNING NEWS

HANKSCRAFT
Display
Animation

helps sell Schlitz

This striking display successfully urges supermarket shoppers to "move up to SCHLITZ." The colorful miniature billboards continuously circle the center pole while the facsimile Schlitz can rotates above them. Motion is supplied by the unique Hankscraft battery-operated Rotary Motor. Both motor and batteries fit securely inside the pole. Like all Hankscraft battery-operated display motors, it operates for many weeks without attention.

COMPLETE ENGINEERING SERVICE for animating displays of all sizes, AC-powered or battery-operated. Send dummy to:

HANKSCRAFT COMPANY
Display Motor Division
REEDSBURG, WISCONSIN

World's Largest Manufacturer of Battery-Operated Display Motors. Sales Offices in these principal cities: Chicago • Philadelphia Minneapolis • New York • Dallas • Toronto (Ontario) • San Francisco (Erlach Lee Co.)

Produced by Forbes Lithograph Mfg. Co. for the Jos. Schlitz Brewing Company

copy, the only information we had from three attempts to elicit survey information from Ohio was a postcard from a source in the Ohio state capital that their division of economic development and publicity had been eliminated by the Ohio legislature in November, 1959. We reported accordingly.

After publication, we learned at last through other sources that Ohio had in late 1959 activated the Ohio department of industrial and economic development, with divisions covering industrial development and travel-recreation activities.

We have been covering this with an errata memorandum in outgoing copies, and have since received from this new Ohio department copies of our annual surveys covering their activities and budgets. These will be reported in our first supplement, issued in late June, to all subscribers and reviewers, at our expense . . .

W. H. Long,
Milwaukee.

• • •

Collection of Early Department Store Ads Is Offered

To the Editor: After my father's death early in May, I found a note dated April 14 from you to him.

In view of that I thought you and perhaps your readers would be interested in some of the background of my father's past experience. A resumé is attached for your use.

Also you may know of some organization or individual who may be interested in a collection of old ads etc. that was in Dad's papers. One of these is a department store ad printed in three colors in a newspaper that appeared about sixty years ago.

G. C. Chatfield,
Milford, Conn.

Mr. Chatfield's father Clarence, who was 84 when he died May 3, was still actively working for Fifth Ave. Bus Advertising Corp. at that time. He was a veteran advertising agency, retail and car card advertising man.

Readers interested in the collection of old ads mentioned above may contact his son at 73 Fenway, Milford, Conn.

• • •

Lima, O., BBB Is Not Member of National Group

To the Editor: In your April 18 issue, there was published a news story relating to the Lima, O., Better Business Bureau being sued for $1,500,000 by Seary Furniture Co. of Lima because of an advertisement published over the signature of the Lima Better Business Bureau and its secretary-treasurer.

Because you and your readers may have the impression that the Lima Better Business Bureau is a bona-fide Better Business Bureau, I would like to point out that the Lima organization is not a member of this association, is not an accredited Better Business Bureau and is not authorized to use the trademarked Better Business Bureau name which this association owns.

The Lima Better Business Bureau was, at one time, a member of this association. Because of its failure to meet the membership standards and requirements, as provided in the by-laws of this association, its membership was terminated by action of our board of governors effective Dec. 31, 1957. That organization was duly notified of this action and was placed on notice that its continued use of the Better Business Bureau name was unauthorized and in violation of our ownership rights, and that it, therefore, should cease and desist from using the name or from using one which might be confusingly similar.

Failure of the Lima Better Business Bureau to cease and desist from the unauthorized use of the Better Business Bureau name has caused us to place the matter in the hands of our legal counsel. . .

Victor H. Nyborg,
President, Assn. of Better Business Bureaus, New York.

• • •

It Takes Us That Long to Get Home from Work

To the Editor: As the advertising agency responsible for the Canadian Club adventure series, we were intrigued by the letter from G. J. Advani in which he discusses the recent tiger hunt adventure.

Mr. Advani is absolutely correct—the distance from Assam to Jaipur is quite a hop, about 800 miles.

What Mr. Advani may not know is that the guests of the Maharaja have available to them his private plane. Its main function is to taxi the shikar guests from the Rambagh Palace to the shoot site and back in a matter of a few hours. Therefore, Mr. Advani is correct again when he says that this fast-shrinking jet age can make things nearby.

John D. Rich,
C. J. LaRoche & Co., New York.

In AA, May 16, Reader Advani raised the question of how "nearby" the tiger-hunting grounds were and suggested someone might have had one Canadian Club too many.

• • •

Scott Paper Ad Was in Full Run of 'SEP'

To the Editor: Being a regular subscriber to ADVERTISING AGE, I noticed in the May 9 issue on page 100 under the headline, "Tyler Picks Ten for April . . . " a write-up of the Scott Paper Co. five-page ad which appeared in the April 23 issue of *The Saturday Evening Post*.

Needless to say, I am extremely pleased with this write-up; however, I would like to call your attention to an error in the report. This ad appeared in the entire run of *The Saturday Evening Post* of April 23. This included newsstand copies as well as subscription copies.

George W. Kellner,
Manager, Philadelphia Office, *The Saturday Evening Post*, Philadelphia.

• • •

'Consulting Engineer' Omitted in Ad Readership Study List

To the Editor: In your April 11 issue you published a list of "1960 Ad Readership Study Schedules." This is put forward as a "complete" tabulation, but I respectfully submit that it cannot be quite complete when it leaves out *Consulting Engineer*.

We have been operating a study similar to the Penton "Ad-Gage" for the past three or four years. In 1960 this study will be applied to the issues of January, March, April, June, August, and November . . .

E. R. Gauley,
Publisher, *Consulting Engineer*, Saint Joseph, Mich.

T'AINT NECESSARILY SO!

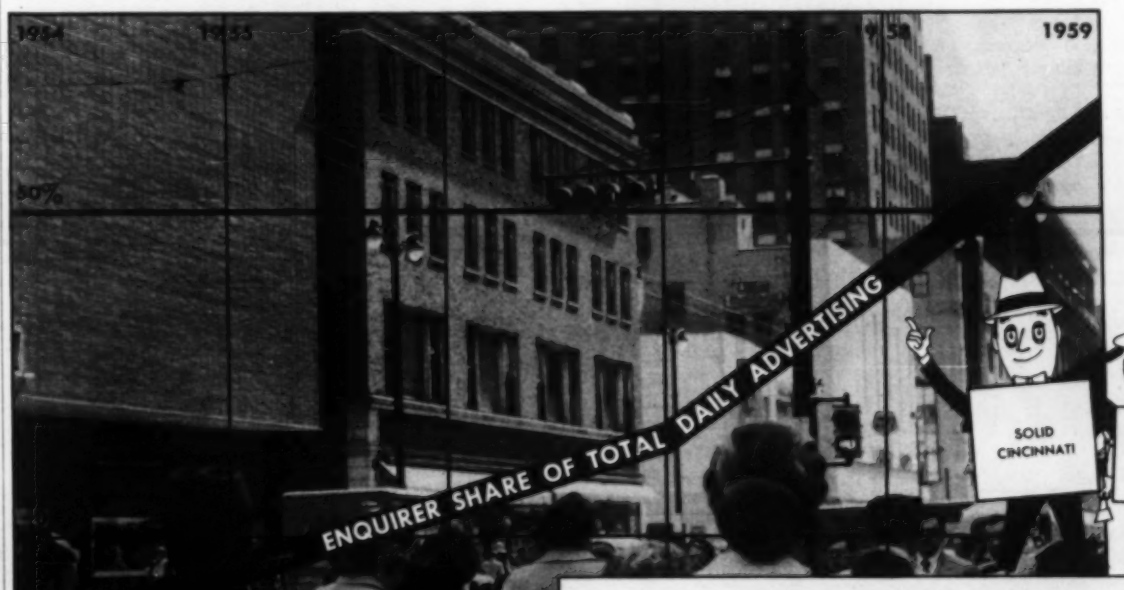
Lots of folks think Lubbock and the West Texas area are mostly cowboys and Indians. T'aint necessarily so.

We've got a lot of non-cowpokes too. 145,000 of us right in the city limits with $184,438,239.29 deposited in the banks.

And we dearly love to spend it for new and different products that make living better.

LUBBOCK AVALANCHE-JOURNAL
MORNING · EVENING · SUNDAY LUBBOCK, TEXAS
ROP Color Available All Issues

There's a **solid** trend to the morning in Solid Cincinnati...



Enquirer share of daily advertising linage

	Total Advertising	Retail Advertising	Main Dept. Store Advertising	Classified Advertising	Furniture Advertising	Men's Clothing Advertising	Women's Clothing Advertising
1955	38%	35%	33%	47%	36%	46%	69%
1956	41%	38%	36%	49%	45%	51%	71%
1957	43%	40%	40%	51%	51%	55%	74%
1958	47%	44%	43%	57%	51%	56%	76%
1959	53%	51%	52%	62%	54%	61%	79%

Source: Media Records, Inc. Percentage-of-field figures are for Monday through Saturday

In only five years, the Cincinnati Enquirer's share of total daily advertising has jumped from 38% to 53%, catapulting The Enquirer into the ranks of America's top 10 papers in total advertising. Why? Because advertisers recognize how The Enquirer reaches and influences the solid *market-that-matters* in Cincinnati . . . the younger, higher-income families that need more and spend more. A copy of the latest Top Ten Brands survey will give you more information about this great and growing market. Write, wire or phone The Enquirer's Research Department.

Represented by Moloney, Regan & Schmitt, Inc.

STRETCH OUT FOR PROSPECTS WITH TELEGRAMS-FOR-PROMOTION SERVICE!

Want to reach everybody, everywhere, all at once? Western Union's Telegrams-For-Promotion Service is the **one** quick, sure, efficient way of doing just that. Your message is delivered to all your prospects **simultaneously** . . . with the importance only a telegram can provide. Read and remembered with real impact! How to do it? Just give us one copy of the message and your list. We do the rest.

Wire us collect for information and action. Address: Western Union, Special Service Division, Department 1-A, New York, New York.

WESTERN UNION

SPECIAL SERVICES

Advertising Age

Feature Section

C. M. Cites a Communicator

Know Your Film Producers: E&E Man

Potentialities of Sunday Retailing

The Peeled Eye Roves

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Salesense in Advertising . . .

Aim at the Top One-half

By James D. Woolf
Creative Consultant

One explanation of the trash we see and hear on television is the theory that its shows and commercials must be universal in their appeal; they must please everybody, even down to the lowest levels of the mass market.

James D. Woolf

I do not believe universality is a good thing if the show and commercials dismay and disgust people of reasonably good taste and intelligence. I can think of no leading product that has achieved its leadership by directing its advertising at inferior people. Try to think of a single leading product—Kodak, say, or Campbell's soup, or Kraft foods—that has won its popularity with low-brow advertising.

▪ If I were launching a new product, I would try to capture the favor and good will of the better class of American homes through the use of quality publications and quality tv and radio broadcasts. (By "quality publications" I refer to such journals as *Reader's Digest, The Saturday Evening Post, Ladies' Home Journal, Life, McCall's, Time,* etc.)

Once I had won this market, my product in time would enjoy universal sale. The reason is not far to seek: inferior people emulate their betters. That is why most testimonial advertising features important and glamorous persons. It is my belief that most and probably all successful products, like fads and fashions, start at the top and work down through the human heap.

Yesterday I spent an hour snooping around a supermarket situated in a third-rate neighborhood. The store was crowded with obviously third-rate people, but the shelves were crowded with first-rate merchandise, products that have been promoted for years with quality advertising in publications such as those mentioned above. Some time make a pantry survey in a low-grade neighborhood; you'll be impressed by the number of leading products that have never been advertised except in quality media that appeal to the upper one-half of the American people—people with education, intelligence and good taste.

It may seem odd, but it's true: get the "class" and soon you'll have the mass. There's no good business reason for trash in television. #

Agencies Ask Us . . .

Specifications for the Analysis of Agency Operations

By Kenneth Groesbeck
Advertising Agency Consultant

More and more, these days, I am getting requests from agencies for information on how to evaluate their operations. This estimation of their performance involves three distinct areas: management (personnel and financial), public relations (of the agency—including its own selling of its services), and finally, creative.

Kenneth Groesbeck

Those seem to be the three main activities by excellence in which the agency succeeds, grows, and makes money. Failure or mediocrity in any one of these divisions will almost surely cause the agency to fail, although the process may be a protracted one.

It is interesting to note how far the business has progressed from the old days when it used to be said that any agency which could do constructive creative work in advertising was sure of success. The fundamental importance of this ability is still evident. Certainly no agency succeeds without excellent creative thinking, and ingenious and strategic selling of the clients' merchandise or services, performed in the most economical manner.

However, many an agency fails which still possesses this basic skill. Its efforts are minimized or even nullified by purely internal inadequacies. The advertising agency is now a business, employing many people who have to be properly taken care of; even more so, perhaps, than is the case with other occupations. Careful and constructive financing is essential. The successful agency has to get on with people, both internally and externally. Let us examine our three areas in some detail.

▪ **MANAGEMENT.** It is easy to see why it is difficult for agency people to be good business managers. Fundamentally we are creative critters. We are salesmen. We are communicators of mercantile information. To do these jobs well we must be enthusiastic, able to put ourselves into the other fellow's shoes, sympathetic and understanding of the reactions and attitudes of other people. These are not "maybes" of the advertising and selling personality—they are musts. How compatible or consistent these characteristics are with those of the typical efficient business manager I leave you to imagine. They would seem to be almost opposite personalities. Can two such differently equipped minds live in the same body? Sometimes, of course, yes. But usually, no. The functions of creation and those of management must almost always be performed by two separate people.

▪ This separation, or attempt at it, is often accomplished, it is thought, in the agency partnership in which Bill does the agency selling and Joe the agency planning and writing. However, Bill—the extrovert, the "account manager," the "new business man"—is not necessarily a good business manager for the agency. His abilities may unfit him for this "sound business judgment" job as completely as do Joe's creative abilities.

Nor do either of the partners as pictured above necessarily possess the tact and wisdom to handle temperamental, emotional people such as function best in advertising, provided they get proper guidance. Don't think for a moment that because Joe himself is creative, this means he understands and can get the best out of similar individuals.

▪ Management of an advertising agency, then, requires, either in the present partners or in some associated individual, personnel handling as well as financial abilities. This individual, or the portion of the partners which is supposed to function in these hard-boiled realities of figures and human reactions, must possess good business judgment, and this extends to both events and personalities. He must be a good and accurate "figurer" of facts and people.

Quite a combination, but not infrequently encountered. This individual must possess most of all, good horse sense. He must be a realist *par excellence*. Lack of realism and common sense is one of the most frequent causes of agency failure. Or life failure, for that matter!

▪ **PUBLIC RELATIONS.** Since we are speaking of the agency's own public relations activities, on its own behalf, we must obviously include in this performance division not only the internal relationships we have already discussed under management, but also the exterior relationships with all those with whom the agency does business. These are both suppliers and agency clients.

Agency contacts with space salesmen, with sellers of all sorts of service the agency may employ, with printers, lithographers, artists, typographers, and outside organizations such as those specializing in research—all these are vitally important in maintaining the agency's success. If the people we buy from like us and respect us, our good standing will help us frequently, often in the most unexpected manner.

As an indication of the agency's true attitude, such relationships as these are far more revealing than are our relations with our clients. No agency will knowingly behave in a manner which threatens the continuance of its bread-and-butter diet. Many agencies, however, are too busy to give time and courtesy to those who serve it. Sit in an agency waiting room, some time. Note the attitude of the receptionist toward those who occupy it. See who gets fast attention and who sits around awaiting the pleasure of some stuffed shirt.

I think we may justifiably stretch our public relations term to include the agency's own selling of itself, by mail, telephone, and personal appearance. One can only evaluate how well these contacts are handled by watching them at work, in success and in failure. Here we can only mention the fact that this activity will have great bearing on the agency's success. It belongs in any evaluation of the agency's performance.

▪ **CREATIVE FUNCTIONS.** Nobody questions the importance of doing good advertising, rendering sound advice on business promotional problems, originating new and effective presentations of the client's case. However, what we are talking about here is, how do you evaluate it? Here we need great knowledge of the business, the ability to distinguish between the clever and the sound, the nose for the scent which leads to the game. Only a genuine creator can appreciate and evaluate justly another creator.

▪ Agencies ask for analysis and evaluation in the three areas I have discussed above because they are not presently satisfied with their rate of growth or with their percentage of profits. They never (or at any rate seldom) ask to be evaluated when everything seems to be going well. Sometimes, however, the analyst called in to evaluate an apparently successful operation will find signs of future

ART & COPY
LET'S SEE, HOW DOES IT GO...
LEAD IN, HEADLINE, SUB-HEAD, CAPTION, SUB-CAPTION, BODY COPY, SLOGAN, LOGO...
WHAT ELSE IS NEW !!
BOB TAYLOR

decay not so clearly evident to an insider.

■ An agency should grow steadily and make good money both for its principals and its employes. It should be a happy shop, with a minimum of defections. It should be respected by all with whom it does business. It should be a common sense outfit, with the least possible amount of bluff and pretense. It should stand for something in the business world, and be a source of truth and reliable information. Many agencies fit this description exactly. They reward their owners appropriately and are a credit to our business. #

Looking at Radio and Television . . .

It's Important to Know Your Agency Film Producers

By the Eye and Ear Man

This column and insiders in television have repeatedly advised top agency management to keep closer tabs on their film commercials department. Yet not so long ago, a film production executive chanced to meet the head account executive on a large account. The film executive remarked that the account's commercial pool for the coming year was looking very good and that Producer A was doing a fine job.

"Who's Producer A?" asked the large-type account exec.

"He works for you," said the large-type film exec, dumbfounded.

"Oh," said the large-type account exec.

■ The account in question spends 80% of its budget in television. The media buys are spots and participation in the company's several television shows. These decisions are made seasonally. Now what has large-type account executive to do that is more important than be sure that the agency turns out the best commercials possible? And he doesn't even know the producer to whom he entrusts his life blood.

"A helluva way to run an account," you say.

Yet it happens too frequently. For some mysterious reason account execs and top agency management know artists, layout men, production men, writers and most of the creative contributors to the printed ad. But, somehow, the creative crew for producing the complex commercial that is designed to move merchandise are strangers to the account group.

Is it because it is necessary to leave the office and go to film studios? Is it because account execs don't want to assume responsibility for the end product? Is it because someone is lazy? Probably a combination of all these factors.

■ It is not enough to deal with an outside film production company in the way that the agency works with other suppliers. There are too many variables that enter into the making of a commercial, and in the case of the heaviest spenders, there are too many dollars riding on that single minute of film.

Agency executives should select their agency film executives as carefully as they chose the other creative men in the shop. But the top men on the account also need to keep an eye on the work of that producer and to be aware of what is actually going on in the film studio. This would help avoid trouble with the government over allegedly rigged commercials, made with short-cuts that the agency principals and the client ad bosses later would have to admit (to their embarrassment) they knew nothing about.

■ Now that the FTC and FCC are eagle-eying television, it behooves an alert management to know what's going on in all departments of the agency. This can be done only when agency management follows through on every level of production and weeds out the undesirable from an ethical, as well as a professional, point of view.

More and more, the agency is being judged, not by the program it appears on, but by the commercials it turns out. The top commercials man and his assistants must—first—be of first-rate caliber in every respect, but they also must be a part of the agency. Treating this group as though they were employed by film companies has caused a lot of the trouble. Visit the film department today, fellows, and welcome its staff to the agency-advertiser team. #

The Creative Man's Corner . . .

Stirs the Wanderlust

(Advertisement)

BARGAIN PARADISES OF THE WORLD

WHERE DO YOU WANT TO GO?
FRANCE? WEST INDIES? BRAZIL? HAWAII? MEXICO?
Go by Freighter—the pleasant way to travel

LARGE ROOMS WITH BEDS

SERVICE AND MEALS RATED EXCELLENT

WHERE TO RETIRE OR VACATION
at what look like prewar prices—and where no one ever heard of nerves or worries.

Those Are America's Own Bargain Paradises

HOW TO TRAVEL
— and get paid for it

Mail to HARIAN PUBLICATIONS, 77 Duke St.
GREENLAWN (Long Island), N. Y.
I have enclosed $ ____ (cash, check or money order)
Please send me the books I checked below. YOU WILL REFUND MY MONEY IF I AM NOT SATISFIED.
☐ Bargain Paradises of the World—In Mexico, the West Indies, and other parts of the world where the dollar buys a lot. $1.00.
☐ Off-the-Beaten Path—America's own bargain paradises. $2.00.
☐ How To Get A Job That Takes You Traveling. $1.50.
☐ Travel Routes Around the World—the traveler's directory of passenger carrying freighters. $1.00.
☐ SPECIAL OFFER. All books above for $4.00.
Name
Street
City Zone # if any State

Last week we mourned the trend to illustration dominance in advertising—betraying as it does a lack of people who can illustrate with words.

This week we'd like to retract just a little. This Harian ad, typical of several which are run over and over again, is the reason.

Like nothing we've seen in *Holiday* in pictures, these Harian ads stir the wanderlust in us. Through words. We do not recall ever seeing a Harian ad with a picture in it.

The Harian text is not set in too particularly attractive a type. In fact, physically it's difficult to read. But what it says! This makes all the difference.

And it doesn't say this in what might be termed classical English. The Harian ads do not read as if written by a William Butler Yeats or a Herman Melville. They *do* read as if written by someone who has an interesting and genuine and helpful story to tell you about traveling around the world.

This, we think, is the essence of good advertising—a burning desire to communicate something that is genuine and helpful and the skill to make it interesting.

It was all we could do to leave the coupon on the ad. #

Employe Communications . . .

Employes Don't Understand Credit

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

The Survey Research Center of the University of Michigan has made a study of the pattern on instalment credit, and its findings will elicit nods of grim agreement from the personnel men of industry. The Center's conclusion: People on the whole do not understand credit. The conclusion of the typical personnel chief: The deepest abyss of ignorance about credit is occupied by the factory employe of America.

The personnel man should know. In the typical plant town, too much of his working day is devoted to accepting reminders that Joe Doe's income is subject to garnishment. And he spends still more time closeted with Joe Doe, trying to explain the problems involved in buying a car he can't afford.

■ The Survey Center's findings support this with some interesting percentages. Of the persons polled, for example, 39% had no idea what it cost them to buy their cars on a time payment plan. Of the 61% who had an answer, they guessed all the way from 6% to more than 13%. Significantly, the Center reported that this is the first subject it has studied in which college-educated people were as badly informed as the rest of the populace.

If the Center's revealing investigations had gone further, it probably would have developed that, in industries and companies where credit is among the more baffling of economic themes, neither industry nor company does much to enlighten the individual employe. The company has its employe paper, which presumably is read not only by the employe but by his family. The company has a bulletin board program, or newsletter produced for wide internal distribution. Yet in most concerns the topic of credit gets a wide berth. Employes continue to work themselves into financial tangles except in those firms where employe credit unions are functioning broadly and well.

■ Why don't companies—through their personnel directors—develop more helpful programs of counseling, so that employes will keep out of financial jams? Ask a personnel director, and he will probably say: "We don't consider it our business. We have no more right to tell a man how he should spend his pay check than we have to dictate his religious beliefs or his politics. For us, this type of counsel is off the reservation."

One personnel man, commenting on the loan-shark influence in his own plant, said that there were probably dozens of employes in his company who would be forever under the cloud of garnishment: "They get one debt straightened out, and they hurry into another."

■ What can companies do about it? Certainly some of them have already set up credit unions, working in full cooperation with employe committees, and these have done a great deal to eliminate the trouble locally. Others use the pages of their employe papers or their bulletin boards, not to sermonize on the topic of thrift, but to provide some helpful guidance. One of the best methods, certain personnel men feel, is to talk out the subject of credit in supervisors' meetings, give the supervisors tangibles to talk about with their own people, and hope for good results. Quite often, we're told, this approach helps. #

Follow the LEADER in Philadelphia and its suburbs

There's one leader in Philadelphia and its suburbs.

It's The Evening Bulletin.

The 1959 A.B.C. Audit Report shows that The Evening Bulletin's leadership in circulation in 14-county Greater Philadelphia is 145,637.

The 1960 National Analysts, Inc. survey shows that The Evening Bulletin leads in readership by 351,000 adults in Greater Philadelphia homes with telephones.

And the 1957 Carl J. Nelson Research, Inc. study shows that The Evening Bulletin leads in readership by 396,000 adults in Greater Philadelphia families.

In the suburbs, where Greater Philadelphia is growing fastest, A.B.C. Audit Reports for 1950 and 1959 show:

The Evening Bulletin's Suburban Circulation Grew *TWICE AS FAST* As The Morning Inquirer's

	Circulation Gain	Percent Gain
Evening Bulletin	+45,641	+19%
Morning Inquirer	+20,490	+ 9%

The Evening Bulletin's Suburban Circulation Leadership *TRIPLED* . . . from 11,611 to 36,762

(and this 36,762 leadership does not include the tens of thousands of Evening Bulletins sold in downtown Philadelphia which are carried home to the suburbs every day)

Follow the leader in Philadelphia and its suburbs—The Evening Bulletin.

In Philadelphia Nearly Everybody Reads The Bulletin

The Evening Bulletin Leads in Circulation *and* Readership . . . in Philadelphia *and* in Suburban Philadelphia

A MEMBER OF MILLION MARKET NEWSPAPERS, INC.
Advertising Offices: New York • Chicago • Detroit • San Francisco • Los Angeles

Suburban Philadelphia: 13 counties beyond the city in the 14-county Greater Philadelphia A.B.C. City and Trading Zone

The Peeled Eye Department . . .

Plain Jane Takes a Bite of Glamour Bread and—Wowie!

By Dick Neff

Before and Slightly After

We're sorry, but this before and after ad for A&P's new Jane Parker Glamour bread has us a little confused.

Honestly, A&P, old pal, did our weight-watching friend really get all that glamor and pep as quick as that?

Dick Neff

Look at the picture on the right. Is it one day later? One year later? If so, how come the noodles or ravioli or whatever it is is identically stacked? (And, incidentally, why so much starch?)

Why is she so happy so fast? How fast do those nutrients work? Who's on first?

So What's All This News That's Fit to Print?

"This girl likes to take off her clothes!" says the *New York Daily News* in a recent circulation ad.

"It's a gimmick with her. She figures it will get her in the papers. Maybe—but not in our paper. We love girls, but before they wind up in one of our photos they've got to *do* something that makes news."

You mean like biting a dog and *then* taking off her clothes?

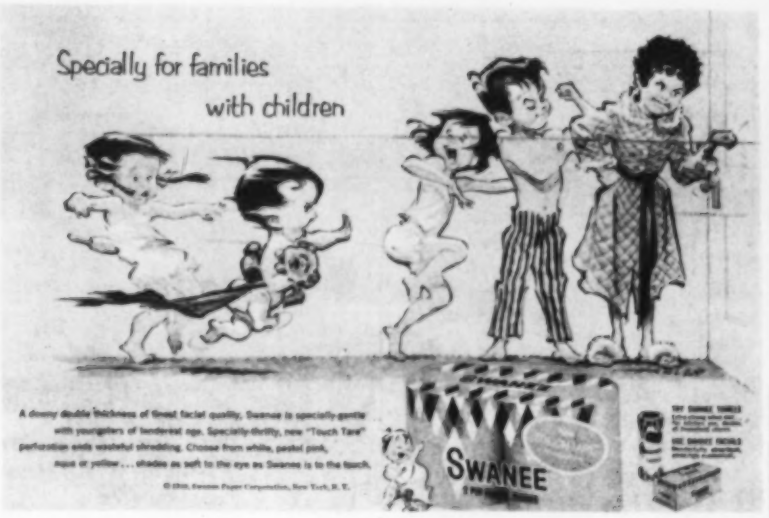
The Unpredictable Makeup Man

Meanwhile on another page of another paper appears this bit of makeup involving the *News*, sent to us by J. S., an old associate of ours. She inquires, "How's this for good ad placement?"

Swans Down Upon the Swanee, etc.

"Specially for families with children," read this Swanee Paper Corp. spread in a recent popular magazine.

A few pages away we found another product being promoted for the kiddies—Swanee cake. This one's not made by



Swanee Paper, though; it's by good old Swans Down.

What's in a name, hey, fellas?

Ad-ecdote Department

For this week's ad-ecdote, we refer you to an item from Shaw Advertising's house organ reprinted in a *Fortune* promotion piece:

It's about "the breadwinner who comes home swacked—sans pay check.

" 'Bought something for the house,' says he.

" 'What?' inquires his long-suffering.

" 'Twelve rounds of drinks'." #

On the Merchandising Front . . .

Sunday Retailing Ahead

By E. B. Weiss

For some four or five years I have been predicting that Sunday retailing will spread. And, of course, it has. Despite local setbacks, *on balance* Sunday retailing is obviously involving a larger total volume right now than it did last year, the year before, or during any previous year, in this nation's history.

E. B. Weiss

Now I should make it crystal clear that I do not report this with glee. I recognize *all* of the implications involved in Sunday retailing—religious, social, economic. But I recognize also that substantial segments of our people either *want* to shop on Sunday or are *quite willing* to shop on Sunday, and that actual or latent demand will inevitably be catered to. (I know, also, that time changes attitudes. I was particularly impressed by this when I read, in one of Carl Sandberg's wonderful books on Lincoln, how some of those who most deplored his assassination deplored equally that he was shot in that den of iniquity, the theater!)

■ As I write this, the Supreme Court of the U. S. has agreed to pass on certain legal aspects of restrictions on Sunday retailing. I am not a lawyer. My knowledge of constitutional law is minus zero. But I find it difficult to believe that a situation which permits beer to be sold on Sunday, but not milk; that permits druggists to sell everything under the sun on Sunday, but prohibits other retailers from being open; that involves hundreds of other inconsistencies and inequalities (many ludicrous and some idiotic) can long continue.

Therefore, without any authority at all for doing so, except what I hope is some common sense, I strongly believe that the ruling of the Supreme Court will open up Sunday retailing either completely, or much more generally than is now the case. If I am wrong, it will not be the first time; or the last. But if I am right—then it behooves most of us in marketing to ponder the marketing implications of Sunday retailing.

■ Here are some of the potentialities I see in broad-scale Sunday retailing:

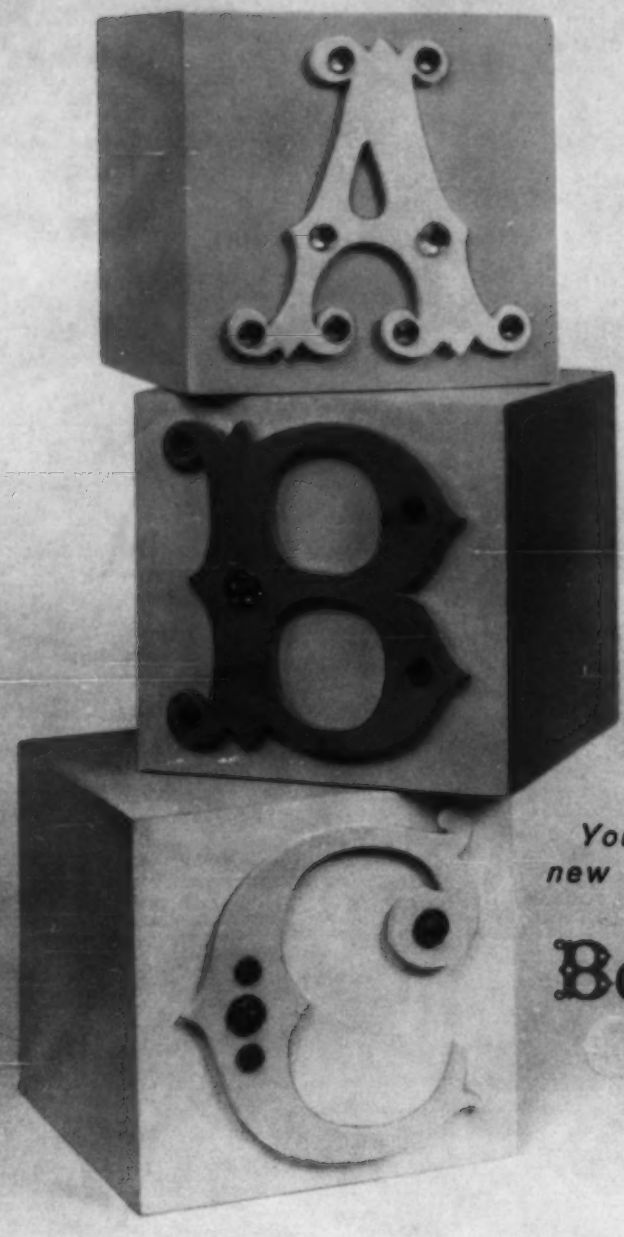
1. Major changes in retail and manufacturer advertising—maybe the Saturday edition of newspapers will stage a comeback in retail advertising.

2. A huge pick-up in family shopping. Family shopping means larger sales of big-ticket lines in particular.

3. A compelling need on the part of retailers to change store-open hours. Morning hours may tend to be eliminated. The rush toward more nocturnal hours may slow down; Sunday retailing will bring about a point of diminishing returns with respect to nocturnal hours. Perhaps retailers will tend to shut down on one weekday. This will also bring about changes in media scheduling by retailers—and perhaps by manufacturers, too.

4. Sunday brings millions out on the highways. As much as 30% of the week's business for many retailers may be done on Sunday. This may accelerate the trend toward highway locations and far-out regional shopping centers. It may also give new problems to downtown—although it is worth considering that getting downtown on Sunday may be easier than getting out to some distant shopping centers!

■ **5.** Sunday retailing may accelerate self-service. Retail personnel will present a problem that may compel still more self-service, although it should be noted that millions of people are at work on Sunday including, for example, those employed in our half million gas stations. With 15,000,000 workers taking *two* jobs, the retail personnel problem may not be quite as serious as now contemplated. Certainly retailers now open on Sunday report no labor problem, and we should



You should see the new

riel Bond omparison

Want to take the guessing out of bond paper specifying and buying? Then you'll want to see the new ABC's of bond papers—*A*riel *B*ond *C*omparison, that is. It spells out from A to Z how and why Ariel Bond is the *all-purpose* bond for business use. And how it combines in proper balance the ten vital characteristics of an outstanding bond: Appearance, Brightness, Whiteness, Uniformity, Erasability, Bulk, Opacity, Strength, Flatness, Economy. ¶ Call your local Champion paper merchant, or send coupon for copy of new, informative booklet, entitled "The ABC's of Ariel Bond."

CHAMPION PAPERS

THIS IS ARIEL BOND, 20 LB.

THE CHAMPION PAPER AND FIBRE COMPANY
Attn.: Advertising Department HAMILTON, OHIO
Please send me a copy of "The ABC's of Ariel Bond"

NAME_____
COMPANY_____
STREET_____
CITY_____ ZONE_____ STATE_____

remember that it had also been predicted that nocturnal hours would present a fearful personnel problem.

6. Sunday retailing will stimulate the turnover of certain categories—and not merely picnic, outdoor lines. Marketing men will experiment with the relationship of Sunday retailing to their merchandise classifications.

7. Sunday retailing will tend to take on more of an entertainment nature. There will be more "fun" promotions. This will encourage marketing men to think in terms of Sunday promotions that will make shopping less of a chore.

8. Sunday retailing will encourage retailers to place merchandise out-of-doors where it may be seen by passing traffic. This, in turn, will suggest new fixtures for outdoor display of merchandise.

9. Sunday retailing will encourage the use of other techniques that will flag down the passing motorist—new types of pylons, for example.

■ I imagine I could go on for a bit longer imagineering in this manner. But really all I aim to do right now is to suggest to marketing men that they assume (1) that Sunday retailing may be made more broadly permissible by Supreme Court decision and (2) that, if this happens, right now is not too soon to ask one's self, "How must and should we change our marketing strategy to conform with Sunday shopping?" #

Learning from the Retail Ads . . .

The 'Rescue the National Advertising' Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

From a Baltimore paper I clipped the ad shown here. It's from a department store. It will be helpful to all AA readers who have wondered what the full-page magazine ads are all about, in which are hidden a few tiny packages labeled "Woolite."

This newspaper ad cost much less than 1%, I should say, of each page in *Life* or *This Week Magazine*. But this ad, costing so little, may do much more for Woolite than any of the magazine pages —unless, of course, Woolite was looking for an agency, and wanted all ad people to talk about the Woolite ads, and many of them to solicit the account.

I realize that someone with big brass on his shoulder will probably be saying: "The critics of Woolite advertising in *Life* simply don't understand our philosophy. We wanted everybody to talk about the ads, to see them and be annoyed or interested or shocked or something by them. Then they'll try to find out what Woolite is, and we'll sell tons of the stuff."

■ Unfortunately, it appears to me that ad people are the only ones who are concerned about the Woolite magazine ads. The laity just clucks in complete amazement and indifference and passes on to other ads. Of course if enough retail ads like this are run by good stores, they'll save the day, and rescue the national advertising.

Just for the sake of argument, let's say the attention value of the *Life* Woolite ads has been terrific. Now—for the sake of the company's sales welfare, let's say that a small paragraph of copy, even as brief as the one you see here, were cut into the *Life* ads. A good percentage of those who were stopped would read, and would know what Woolite was for, and might be moved to buy some.

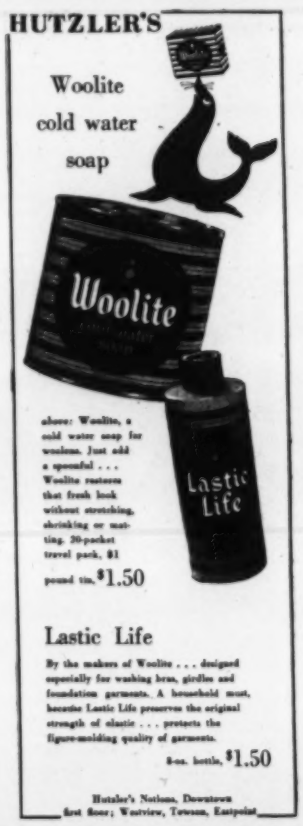
Letters attempting to shred me have appeared in AA recently, three or four of them, for criticizing ads about as informative, service-rendering, and persuasive as the *Life* Woolite ads. They seem invariably to be from starry eyed "creative" people who equate "shock" of "the unexpected" or the "offbeat" with advertising success. But most such ads *don't* equate with good advertising, or with success.

■ The Hathaway eye-patch ad, called the grand-daddy of offbeat, was a superbly good ad. Its creator didn't substitute the unexpected for sound principles. He bolstered sound principles with the unexpected. The Ohrbach "cat" ad was another superb "offbeat" for the same reason.

The Woolite, as an attempt at offbeat, has only the element of the unexpected. It ignores most of the principles to which the good offbeat—even to which all good advertising—conforms.

When an ad requires a lot of explanation and defense on the part of its creators, and a long letter on "why we did it that way," you can be certain it's not good advertising.

■ I have often said I can train a high-school graduate of high intelligence, in six weeks, to write ads as good as many ads appearing in expensive space today. That training plus a Thesaurus would be all that's needed. A screwball without a highschool education, who had a hard fall as a baby but came up with a good sense of design unimpaired, could create many ads as good as many of the copyless


HUTZLER'S
Woolite
cold water
soap
Woolite
Lastic Life
above: Woolite, a cold water soap for woolens. Just add a spoonful . . . Woolite restores that fresh look without stretching, shrinking or matting. 30-packet travel pack, $1
pound tin, $1.50
Lastic Life
By the makers of Woolite . . . designed especially for washing bras, girdles and foundation garments. A household must, because Lastic Life preserves the original strength of elastic . . . protects the figure-molding quality of garments.
8-oz. bottle, $1.50
Hutzler's Nations, Downtown first floor; Westview, Towson, Eastpoint

ads now appearing, or as good as many ads run to please layout artists while confusing the public.

On the other hand it takes superb skill and an academic understanding of what advertising is for, to come up with offbeat ads that ring the bell in gaining attention *while they deliver an excellent selling story*—which means a story in accord with the proved principles of persuasion.

A truly competent *commercial* artist makes tremendous contributions to advertising success. Many artists—not commercial—impair advertising's value. #

Tips for the Production Man . . .

Odds and Ends and This and That from Here and There

By Kenneth B. Butler

How can you obtain maximum impact from single-color advertising? One way (and there are many) is through the power of repetition. Look, for example, at the February issue of *College and University Business*, in which Heywood-Wakefield took three consecutive right-hand pages.

Each of the three insertions employed the same strong, simple layout, the only changes being copy and illustration *content* changes. Your attention is immediately won because it seems, at first encounter, that all three pages are identical. Only after having been stopped are you aware that each page has a different headline . . . and the message stays with you because of the way it has been brought to your attention.

* * *

Old saw: "When you miss, miss by a mile. The man who just barely misses calls attention to his failure; the man who misses by a wide margin may convince you he was headed for a different goal."

Example: A printer friend of mine, working against a tight deadline, printed the black run of a two-color cover plate before the color plate arrived in his plant. Imagine his horror when the color plate finally arrived and he discovered that the black plate had been printed just far enough out of position that, in registering, the color plate would fall a pica short of the left edge of the page and two picas short of the top.

Solution: With the publisher's permission, of course, the printer sawed an additional inch-and-a-half off the left side of the color plate, then trimmed it at top and bottom so that there was approximately two picas of white space both places.

Result: The publisher is still receiving compliments on the dramatic color treatment used on his cover.

* * *

One of Kimberly-Clark's recent promotional efforts is a handsome booklet, "Type and Its Relation to Paper," authored by the noted typographer and calligrapher, R. Hunter Middleton.

The booklet's message is that modern printing technology has only three basic requirements: (1) a well-designed type, tastefully arranged or composed; (2) properly inked printing forms, clearly impressed on the paper, and (3) paper selected to fit all the requirements, esthetic and technical, for the printing process used and the printed effect desired.

I disagree with Mr. Middleton only in that I would have added a fourth requirement: imagination and inventiveness. But, then, since the booklet in question is a splendid example thereof, perhaps Mr. M. and Kimberly-Clark decided to let the evidence speak for itself.

* * *

Sometimes I feel very sorry for the run-of-the-mill magazine reader. When he looks at a magazine, an advertisement, a promotion piece, or a menu, he sees only what is printed there without deriving the additional enjoyment we production men obtain in the observation of the craftsmanship and inventiveness which has gone into it.

'Course, it's probably just as well . . . often I become so rapturous in my appreciation of the technique that I completely ignore the printed content . . . except, of course, when, in preparing this column, I check to make sure that I give credit where credit is due.

An especially spectacular example is the *Mill & Factory* advertisement in the March issue of *Industrial Marketing* (and presumably some other publications as well).

The basic surface of the ad contains a map (in the black form) on which relevant areas have been tinted orange; portions of the display copy also are orange, none of which is particularly remarkable in itself.

Overlaying the entire page, however, is a sheet of transparent red acetate . . . through which the black shows clearly while the orange is rendered invisible. A teaser, in opaque white ink, is imprinted on the surface of the acetate . . . inviting the reader to explore beneath and discover the concealed message. Not only is this advertisement imaginative in the extreme, it is also first-rate craftsmanship. #

What They Were Saying 25 Years Ago . . .

Nelson J. Peabody, advertising director of Open Road for Boys, New York, in a letter to the editor (AA, May 27, 1935):

"Some one of these days, a smart radio manufacturer is going to put an automobile lock on a receiving set, which will give parents an easy censorship and enable them to keep the horror programs away from the children."

A Made-to-Order Medium In a Market Ready-Made for Results

Send your advertising dollars on a direct route to profits in Southern New Jersey's three great counties — Atlantic, Cape May and Cumberland — where a three-phase expansion in Agriculture, Industry and Recreation grows apace.

In the PRESS — and only the PRESS — your message will reach an audience upward of 200,000 potential customers representing retail sales of a half billion dollars yearly.

Atlantic City Press

Southern New Jersey's "Good Morning" Newspaper

Rolland L. Adams, *President*

Scolaro, Meeker & Scott, Inc., *National Representatives*

Lebow Back to Kaufman

Lebow Bros. Inc., Baltimore manufacturer of men's clothing, is returning to Henry J. Kaufman & Associates, Washington. The Kaufman agency handled Lebow advertising from 1944-57. Lebow's application of fashion techniques to men's clothing recognizes the influence women have on men's clothing purchases. For several years Lebow ads in fashion publications featured the theme, "the lady says yes."

New Kraft Sauce Bows

Kraft is using print and network tv to introduce its new barbecue sauce. Color pages are running in four publications: *Better Homes & Gardens* (one ad), *Look* (seven), *Suburbia Today* (five) and *Sunset Magazine* (three). Three commercials are scheduled for Kraft's Perry Como tv show. Initial print ads feature a money-back offer for trying the product. Foote, Cone & Belding, Chicago, is the agency.

Melin Takes Three Firsts in Competition for L.A. Adwomen

Los Angeles, May 31—Top honors in the 14th annual achievement awards competition of the Los Angeles Advertising Women, went to Gena Melin, Hixson & Jorgensen, who won three first places and one second place award.

Other multiple winners included Fran Harris Tuchman, Harris-Tuchman Productions, who won two first places, and Dr. Shoi Balaban Dickinson, of Dr. Shoi Balaban Dickinson/Research, who won a first and a second place.

Complete list of winners in this all-western competition for women (all of Los Angeles unless otherwise indicated) was:

General consumer copy—Gena Melin, first; Helen Giller Grant, McCutcheon & Patton Advertising, Phoenix, second.

Retail copy—Johan McDonald, J. W. Robinson, first; Dorothy G. Mewborn, Fallon, Brangham & Moon, second.

Copy, trade or industrial—Gena Melin, first; Terry McFadden, Robinson, Fenwick & Haynes, and Ellie Walker, Enyart lon, Brangham & Moon, second.

Retail layout—Doris S. Root, J. W. Robinson, first; Margit K. Israel. J. W. Robinson, second.

Advertising art, illustration—Greta Elgaard, Greta Elgaard, first; no second award.

Research—Dr. Shoi Balaban Dickinson, first and second.

Direct mail—Eileen M. Dowling, Alsynite division, Reichhold Chemicals, San Diego, first; Gena Melin, second.

Radio commercial—Marion R. Sternbach, Honig-Cooper & Harrington, first; Marilyn Lees, Botsford, Constantine & Gardner, Portland, second.

Television commercial, b&w—Fran Harris Tuchman, first; Mary Louise Metcalf, Kenyon & Eckhardt, second.

Business film—Fran Harris Tuchman, first; Betty Jane Williams, Lockheed Aircraft, Burbank, second.

Publicity, national—Lyn Armstrong, Rose Marie Reid, first; no second award.

Publicity local—Irene Pappas, Edward J. McElroy Advertising, first; Maxine Heffner, Maxine Heffner Advertising & PR, Phoenix, second.

Public relations—Paula Kent, Union Tribune Publishing Co., San Diego, first; Marge Crawford, Enyart & Rose Advertising; second.

Sales promotion and merchandising—Gena Melin, first; Betty Lou Maybee, Carson Roberts, second. #

5 Buffalo Loblaw Stores Get Ward Catalog Departments

Montgomery Ward catalog order departments have been established in five Loblaw Inc. food stores in Buffalo. Ward's regular and special catalogs are available and merchandise will be supplied through Ward's Albany mail order house.

Ilsa Gilbert to Murray Leff

Ilsa Gilbert, formerly a copywriter for Mogul, Williams & Saylor, has joined the creative staff of Murray Leff & Co., New York.

Tom Haynes Joins Manoff

Thomas F. Haynes Jr., formerly with Batten, Barton, Durstine & Osborn, has been named an art director of Richard K. Manoff Inc., New York.

1100 RADIO STATIONS NOW IN THE KEYSTONE NETWORK !

WELCOME STATION KSEO, DURANT, OKLAHOMA!

OUR 1100TH AFFILIATE. We are proud to add to our ever growing family of radio station affiliates the only station in Bryan county, Oklahoma. This fine station was established in 1947 and is owned by the Durant Publishing-Broadcasting Corp. The manager of the station is Lewis W. Coleman. Congratulations KSEO, we're proud and happy to have you with us.

CHICAGO
111 W. Washington St.
STate 2-8900

NEW YORK
527 Madison Ave.
ELdorado 5-3720

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

DETROIT
612 Penobscot Building
WO 2-4595

SAN FRANCISCO
57 Post St.
SUtter 1-7440

KBS Keystone BROADCASTING SYSTEM, INC
THE VOICE OF HOMETOWN AND RURAL AMERICA

Too Busy to Keep Up With Your Reading?

- Press Clippings can solve your problem if there simply aren't enough hours in the day to permit you to read the trade papers, magazines and newspapers you know you should. Many busy men have us spot and send them information on subjects of interest to them.

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

There will now be a long pause
until the customer has slept eight hours,
then made breakfast,
done the dishes,
dressed a toddler in his playsuit,
driven to a market,
and forgotten all but the best commercials

The best commercials give her ideas she can remember.

Who can afford to run merely good ones
when only the best are remembered?

People buy ideas.

Young & Rubicam, advertising.

TESTING one-six-two

Shell selected the testingest market in the country to get the answers . . . Portland, Maine! First in U. S. cities of 150,000 pop. Sixth in U. S. cities regardless of population and second in New England regardless of size* Shell is just one of many who found Portland, Maine the best test city. Marketing and distribution facilities are ideal . . . testing is accurate.

*Source Sales Management

100% coverage of city zone
94% coverage ABC retail trade zone

SHELL

SHELL

represented by the Julius Mathews Special Agency, Inc.

PORTLAND, MAINE

PORTLAND PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

Sioux City Daily Returns to All-Day Publishing in June

Journal-Tribune Publishing Co., Sioux City, has announced that effective June 1, it will return to publishing an all-day newspaper, with five editions throughout the day. The new publication will be known as the *Sioux City Journal*. Since 1942, the morning editions have been known as the *Sioux City Journal* and the evening editions as *Journal-Tribune*. Prior to the consolidation of the two newspapers in 1942, the *Journal* was published as an all-day newspaper.

Broadcasters Elect Smith

Calvin J. Smith, KFAC, Los Angeles, has been elected chairman of the board of directors of Southern California Broadcasters Assn. Other officers include Charles Hamilton, KFI, Los Angeles, vice chairman; Herb Comstock, KAVL, Lancaster, secretary, and Ernest L. Spencer, KWIZ, Santa Ana, treasurer.

California Teens Find New Peril— Overextended Credit

SAN FRANCISCO, May 31—Easy credit for teen agers is creating "a serious problem" in California, according to Helen Ewing Nelson, head of the new consumer counsel office on the staff of Gov. Edmund G. Brown.

Here to conduct an all-day conference on "Credit, Its Uses & Abuses," Mrs. Nelson said that "easy instalment plans available to teen agers without the knowledge of their parents, are getting us in serious trouble.

"Teen agers," Mrs. Nelson continued, "can open jewelry or department store accounts for purchases of up to $25 without parental consent. A high school boy may want to buy his girl a ring, so he opens a $25 account.

"He can pay $5 a month, but he can buy another $5 worth of merchandise every month that he keeps on meeting the payments, so the accounts may never end. Meanwhile, he pays 18% interest.

■ "Because it is legal to charge at least $1 a month," Mrs. Nelson said, "the youngster may be paying interest which actually is greater than 30%. A balance due would have to be $75 before the 18% would amount to as much as the $1 service charge each month."

Burt Miller, administrative assistant of the California Retailers' Assn., admitted that San Francisco "has a small proportion of such shops. Every community in the state has at least one. It seems to be the result of teen-age romances and early marriages."

"The proper use of credit," Mrs. Nelson emphasized, "is an important part of our economy, and the instalment plan, properly used, often has been called the poor man's savings account.

"But there is considerable evidence," she said, "that misused credit is getting us into real trouble and that the bankruptcy rate among California families is going up."

■ New California legislation to control previously "exorbitant" financing charges, the meeting was told by attorney George Brunn, "is going quite well, and the average interest rate is now 18%, where a year ago it was as much as 36%."

Kraft Offers 25¢ Topping Deal

In a full color page in the May 23 issue of *Life*, Kraft Foods Co. offered 25¢ to people who buy a Kraft topping. Persons who send in a label from a topping jar will receive a coupon good for 25¢ on the next purchase of a Kraft topping.

Belcher Named Media Head

William W. Belcher, formerly associate media director, has been named director of the media department in the Los Angeles office of McCann-Erickson. Prior to joining the agency in 1959, he had been with Young & Rubicam for 11 years.

You've Seen This Picture Before . . .

It was carried by practically all major newspapers after Kansas City's tragic gasoline fire last summer, which injured more than 100 firemen, 6 fatally.

The epilogue: Last week WDAF News photographer Charles Campbell was awarded 1st prize, Spot News category (see cut), in recognition of his inspired camera work (and pure courage) for "Wall of Fire".

Charlie is one good example of the 15 full-time journalists who make WDAF the top news station in Mid-America.

News Photographer Campbell and award which reads: "The 17th Annual News Picture of the Year Competition. In recognition of excellence in photo journalism presents Charles Campbell, WDAF-TV, First Prize, Spot News, 1959. National Photographers Association, School of Journalism, University of Missouri, Encyclopedia Britannica.

A SUBSIDIARY OF NATIONAL THEATRES & TELEVISION, INC.

WDAF·RADIO & TV • SIGNAL HILL • KANSAS CITY, MISSOURI

REPRESENTED IN RADIO BY HENRY I. CHRISTAL CO., INC., AND IN TELEVISION BY HARRINGTON, RIGHTER & PARSONS INC.

Attention Admen!

fit type

IN SECONDS!

Tens of thousands of artists, admen, printers, editors, students *swear by* the Haberule Visual Copy-Caster . . . world's fastest, simplest, most accurate copy-fitting tool. Only $10 at art supply stores or direct.

Money-back guarantee!

HABERULE

Box AA 245, Wilton, Conn.

Fred Hausman
NEW YORK
Herald Tribune
Now... a new, major sales advantage for advertisers... the New York market's first
COLOR
IN THE MORNING
available immediately in the TRIB

Starting right away Trib COLOR makes it possible for you to have the brightest, most colorful and effective advertising in New York. The Herald Tribune is the only New York morning newspaper to offer this potent plus... added impact for selling New York's quality market — the highest concentration of families with $7,000-and-up incomes — the "market without waste." Spot the most active money in town with Herald Tribune spot color.

Herald Tribune 230 West 41st Street, New York 36, N. Y.

WE PROUDLY ANNOUNCE...

our award for FIRST PRIZE in EDITOR & PUBLISHER'S annual contest for the best Public Relations Promotion in 1959 for a newspaper under 100,000 circulation. This resulted from our support of Bangor's year-long 125th Anniversary celebration, evidence of our faith in a growing and progressive community.

Bangor Daily News

Maine's Largest Daily 73,760 (A.B.C.)

Represented by JOHNSON, KENT, GAVIN & SINDING, Inc.

P.S. The Northern-Eastern Maine Area is a WINNING MARKET for Advertisers Too!

Lualdi Named Publisher

Frank P. Lualdi has been named publisher of Pine Publications Inc. and its affiliate, Popular Library Inc., New York.

Frank P. Lualdi

Mr. Lualdi, who moves to a newly created post, retains his title of exec vp. Succeeding him as general manager is Joseph L. Johnston, a vp of Pine Publications.

Babcox Book Changes Title

The title of *Home Improvement Topics*, a magazine aimed at contractors and lumber and building supply dealers, has been changed to *Home Modernization Contractor/Dealer*. It is published by Babcox Business Publications, Akron.

Campbell-Ewald Captures 15 of 39 Umbrella Awards

DETROIT, May 31—Campbell-Ewald Co. ran up 15 wins in the 1960 Umbrella Award competition jointly conducted by the Detroit Copy Club and Art Directors Club of Detroit, in which 39 winners were selected from among 450 entries.

The competition, initiated in 1959, is unusual among advertising competitions in that it places equal stress on art and copy in contributing to the success of an ad. It embraces print, radio and tv advertising of Michigan origin, but national in scope.

Multiple winners were: Campbell-Ewald Co., 15; J. Walter Thompson Co., 5; Young & Rubicam, 4; McCann-Erickson, MacManus, John & Adams and Brooke, Smith, French & Dorrance, 3 each.

Print Ad Winners

Sales promotion brochure for Mercury division of Ford Motor Co., by Kenyon & Eckhardt; William Massnick, art director, and Robert Bayer, copywriter.

Automotive industry brochure for McLouth Steel Corp., by Denman & Baker; William M. Schmidt, art director, and G. H. Black Jr., copywriter.

Half-page horizontal spread for Delco-Remy division of General Motors, by Campbell-Ewald; Richard Hirn, art director, and C. W. Foote, copywriter.

Direct mail brochure for Chevrolet division of General Motors, by Campbell-Ewald; James Bernardin, art director, and Art Hackett, Sam Bradley and Ed Bice, copywriters.

Newspaper ad for Corvette, by Campbell-Ewald; George Guido, art director, and A. B. Clark, copywriter.

Newspaper spread for Imperial division of Chrysler Corp., by Young & Rubicam; William Stadnik, art director, and David Fullerton, copywriter.

Color spread for Chevrolet, by Campbell-Ewald; Harry Borgman, art director, and Pete Booth and Charles Felt, copywriters.

Corvette 1960 catalog for Chevrolet, by Campbell-Ewald; Dick Yocum, art director, and Don Hudson, copywriter.

Life ad for GMC truck and coach division of General Motors, by McCann-Erickson; Jeanne Bice, art director, and Andy Isaacson, copywriter.

Magazine ad for Firestone Tire & Rubber Co., by Campbell-Ewald; Tom Roberts, art director, and Tom Watts, copywriter.

Swissair ad, by Campbell-Ewald; E. A. Schroeder, art director, and R. C. Candor, copywriter.

Movie camera ad for Argus Cameras, by Young & Rubicam; Russell Funkhouser, art director, and Gordon Jett, copywriter.

Newspaper ad on new fabric line for J. L. Hudson Co., by Hudson advertising department; Keven Barry and George Baungarn, art directors, and Gale Callender, copywriter.

Newspaper ad for United Foundations, by McCann-Erickson; Bob Shepperly, art director, and John Alden, copywriter.

Valiant newspaper ad for Plymouth-De Soto-Valiant division of Chrysler Corp., by Batten, Barton, Durstine & Osborn; A. James Hanna Jr., art director, and Don Dolan, copywriter.

Newspaper ad for the **Detroit Times**, by MacManus, John & Adams; Charles Dickinson, art director, and Elizabeth Maertens, copywriter.

Agency house ad for Campbell-Ewald; J. H. Trumbo, art director, and T. D. Murray, copywriter.

Consumer ad for Ferry-Morse Seed Co., by Brooke, Smith, French & Dorrance, Richard Reins, art director, and Charles

covering all

those who count

in just

the Industrial-Large

Building field

Face to face with the specialized audience you need! Your sales story in the pages of Heating, Piping & Air Conditioning has the best "direction" possible. It goes to the consulting mechanical engineers, the mechanical contractors, and the engineers with plants and large buildings who are actively involved with heating, piping and air conditioning services in just this field. No stretching of editorial coverage. No dilution of circulation. And each of these important-to-you-readers stands up to be counted. Each is paying for HPAC directly, individually, voluntarily. Provable circulation. These are among the reasons why HPAC year after year is the leader (by over 2 to 1) in advertising volume. Want more information?

Write KEENEY PUBLISHING Co., 6 N. Michigan, Chicago 2.

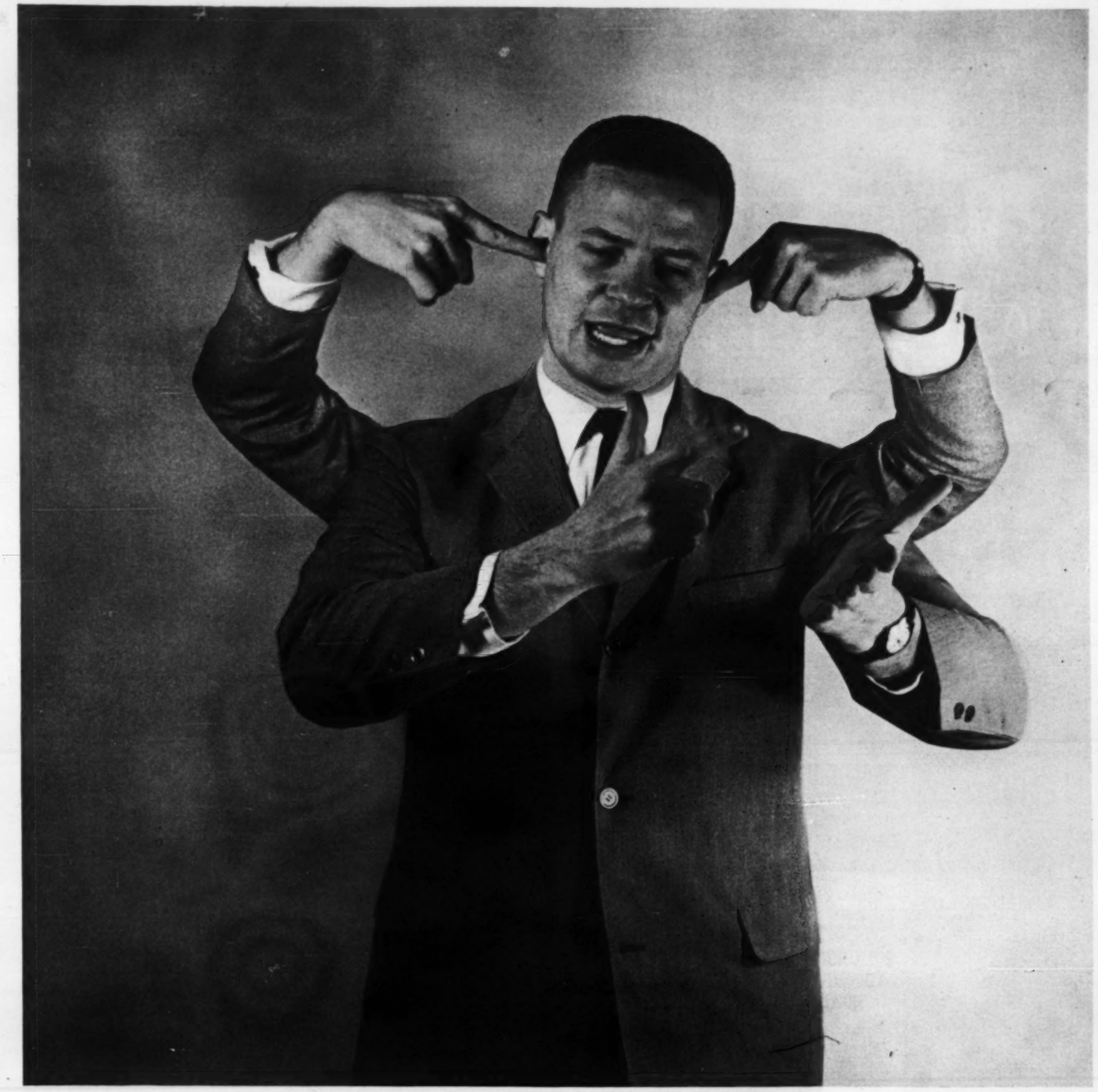
*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL

143 W. 51st St. N.Y. 19, N.Y. • Plaza 7-5130



THE MMUNICATION OF A. ALEXANDER NESBITT

Every once in a while A. Alexander Nesbitt gets an idea. If it's a good one—and he gets his share of good ideas—his first thought is to communicate it. The trouble is, A. Alexander Nesbitt doesn't communicate. He mmunicates. He keeps forgetting that the "co" there on the front of the word makes communication a two-way thing. It isn't just talking. Communication is listening, too.

The listening part of the process would tell him what people think of his idea, what they think of others' ideas, what people think of him, or if they pay any attention to anybody.

The Personal Approach is more than knowing how to talk to people. It's watching, listening, understanding. You don't catch McCann-Erickson mmunicating.

McCANN-ERICKSON, INC. • THE PERSONAL APPROACH

BRANCH OFFICES
- SAN FRANCISCO, CALIF. 483 Pine Street
- CHICAGO, ILL. 221 N. LaSalle Street
- DETROIT, MICH. 14005 Fenkell Ave.

animation inc. 736 NORTH SEWARD STREET, HOLLYWOOD 38, CAL.

Umbrella Awards . . .

V. Hicks, copywriter.

Ad for Michigan Tourist Council, by Ross Roy; John W. Hutton, art director, and Richard L. Simmons, copywriter.

Color ad for Ford division of Ford Motor Co., by J. Walter Thompson; Dick Hurd and Van Steth, art directors, and copy by the automotive copy group.

Ad for American Seating Co., by Brooke, Smith, French & Dorrance; Richard Reins, art director, and James Killins, copywriter.

Chemistry profile ad for Dow Chemical Co., by MacManus, John & Adams; Craig Bowen, art director, and John Wilkinson, copywriter.

Promotion mailer for Chevrolet, by Campbell-Ewald; Thomas Clarke, art director, and Charles Ohlsson, copywriter.

Four merchandising booklets for Chrysler division of Chrysler Corp., by Young & Rubicam; Roger Mader and Charles Dinges, art directors, and John Rindlaub, copywriter.

Poster for Corvette, by Campbell-Ewald; Jim Bernardin, art director, and Don Hodgson, copywriter.

"Corvette News," Volume III, Number 2, by Campbell-Ewald; Jim Bernardin, art director, and Don Hodgson, copywriter.

A bank car card for National Bank of Detroit, by Campbell-Ewald; Robert Wilkinson, art director, and William Graefen, copywriter.

Poster for American Seating Co., by Brooke, Smith, French & Dorrance; Richard Reins, art director, and James Killins, copywriter.

Spread for Champion Spark Plug Co., by J. Walter Thompson; Irving Seiden, art director, and Howard Pennington, copywriter.

Newspaper ad for Chrysler, by Young & Rubicam; Bill Stadnik, art director, and Dick Lord, copywriter.

Television Winners

Chevy mailman for Chevrolet, by Campbell-Ewald; Ken Jones, art director and copywriter.

Three 20-second spots for Plymouth, by N. W. Ayer & Son; Bill Pearce, art director, and Tom Patton, copywriter.

Chesterfield animated commercial for Liggett & Myers Tobacco Co., by McCann-Erickson; Bill Pearce, art director, and Jim Manilla, copywriter.

"Dinah Shore Show" opening for Chevrolet, by Campbell-Ewald; Doris Johnson, art director, and Ken Jones, copywriter.

An American visits Paris for Chevrolet, by Campbell-Ewald; Lemonine Boussac, art director, and John Coleman, copywriter.

"Tennessee Ernie Ford Show" opening for Ford Motor Co., by J. Walter Thompson; Bill Melendez, art director, and copy by Playhouse Pictures Inc.

Value economy twins for Ford Motor Co., by J. Walter Thompson; Paul Hagedorn of MGM-TV, art director, and George Wyland and Harry Treleaven, copywriters.

Radio Award

Falcon bell song for Ford Motor Co., by J. Walter Thompson; Dick Manning of Dick Manning Inc., composer, and Carroll Carroll and Joe Stone, copywriters.

DETROIT MARKETERS GIVE '60 AWARDS

DETROIT, May 31—Winners in the 1960 Industrial Marketers of Detroit Effectiveness in Advertising competition have been selected as follows:

Top award winners: Clark Floor Machine Co. and its agency, Schmidt & Sefton, both of Grand Rapids; Dow Chemical Co., Midland, and its agency, MacManus, John & Adams, Bloomfield Hills; Dow Corning Corp. and its agency, Church & Guisewite Advertising, both of Midland; GMC Truck & Coach division of General Motors, Pontiac, and its agency, McCann-Erickson, Detroit; Gear-O-Mation division of Michigan Tool Co. and its agency, Denham & Co., both of Detroit, and Steelcase Inc. and its agency, Aves, Shaw & Ring, both of Grand Rapids.

Merit award winners: Two awards for Dow Corning Corp. and its agency, Church & Guisewite, both of Midland; United Carbon Products Co., Bay City, and its agency, Church & Guisewite, Midland; GMC Truck & Coach division, Pontiac, and its agency, McCann-Erickson, Detroit; Harter Corp., Sturgis, and its agency, Jaqua Co., Grand Rapids; Industrial Truck division of Clark Equipment Co., Battle Creek, and its agency, Marsteller, Rickard, Gebhardt & Reed, Chicago, and Plymouth division of Chrysler Corp., and its agency, N. W. Ayer & Son, both of Detroit. #

Vollmer Heads Y&R, Chicago; Brinkerhoff Returns East

Karl F. Vollmer has been named manager of Young & Rubicam, Chicago, succeeding Robert H. Brinkerhoff, who returns to the agency's New York office in an unannounced position. Mr. Vollmer joined Y&R in New York in 1938. He was assigned to the Chicago office in 1950, and has been a vp and copy director since 1955.

Karl F. Vollmer

Mr. Brinkerhoff, who joined the agency in 1947, has been vp in charge of the Chicago office since December, 1957. Before that he was office manager and manager of the contact department of Y&R in Chicago.

Georgia NAEA Elects Lueckel

Robert L. Lueckel, advertising director of the *Savannah News-Press,* has been elected president of the Georgia Newspaper Advertising Executives Assn. Robert G. Turner, national advertising manager of the *Columbus Ledger-Enquirer,* was elected vp.

Foster & Kleiser Boosts George

J. Rembrandt George has been promoted to vp and manager of the New York office of the Foster & Kleiser division of Metropolitan Broadcasting Corp., succeeding W. J. Treganowen, who resigned. Mr. George formerly was an account supervisor in the New York office.

ORC Promotes Goeke

Joseph R. Goeke has been appointed managing director of the public opinion index for industry, a service of Opinion Research Corp., Princeton, N.J. Mr. Goeke was formerly research director for the index.

Hard-boiled rating service

Let's face it: The toughest rating service of all is determined by the sponsor's pen; he either signs a renewal or he doesn't. And, by this standard especially, we shine with a gem-like brilliance. For example, Esso Standard has sponsored our 11 P.M. news for five years without an interruption. Sealy Mattress has sponsored the 11:10 P.M. weather show for eight years. Ratings like these from top national advertisers pay off — for our clients and for us — against any competition.

NBC abc

Represented by Edward Petry & Co., Inc.

WJAR-TV

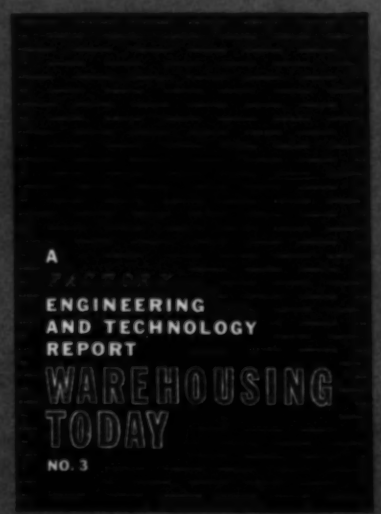
CHANNEL 10,
PROVIDENCE, R. I.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

What makes FACTORY so different?

There is no other businesspaper like it. FACTORY deals editorially *only* with the ideas and equipment and the management techniques needed by the men who manage plant operations in all manufacturing . . . and aims its circulation *only* at this same group.

FACTORY's help for these men ranges from the broadness of its regular, multi-page "Engineering and Technology Reports" to exclusive management techniques features like the one on "Maintenance Training." Long-time, successful FACTORY advertisers know this . . . use its pages to sell everything from liability insurance to hand tools.



"Are you kidding?
I can't fix that,"
said the top electrician (right)
when called to fix the giant
control mechanism.

His need:
more and better
MAINTENANCE
TRAINING

"Extras" available to Am policyholders at no extra cost!

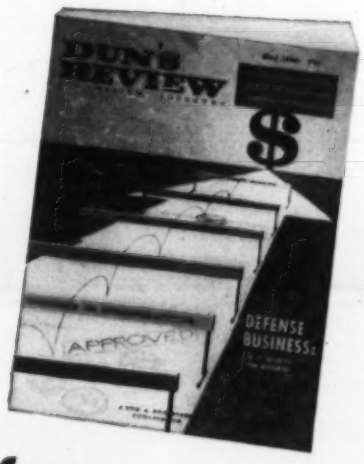
American Mutual

FACTORY

A McGraw-Hill Publication • 330 West 42nd Street, New York 36, N. Y.

for the right impact on business decisions...

advertise to management in the magazine



edited for the age of the manager

Dominant, continuous advertising to management in DUN'S REVIEW and Modern Industry is the effective . . . selective . . . economical way to influence business decisions. Here your dollars buy frequent, impressive advertising which is read by important executives when they are thinking about business and most responsive to business advertising.

And this advertising reaches men your salesmen often can't.

This is the reason advertisers are placing more pages in DUN'S REVIEW, the business management magazine. They have found it the place to influence the decisions of men who have the authority and interest to act. When you advertise to business your advertising belongs in . . .

DUN'S REVIEW
AND MODERN INDUSTRY

The magazine of Presidents
...and men who are going to be!

ABC AUDITED PAID CIRCULATION

Pfister Glenn Pittman Hobbs McDonough

'LET'S SEE IF IT FLOATS'—*Aboard a fishing boat flying the "ad biz" flag, Jim McDonough conducts a client meeting with executives of First National Bank of Pompano Beach: W. A. Hobbs, president, and W.K. Pittman, exec vp. Account executive Jack Pfister and copy girl Gwen Glenn join in the (work?).*

Adman Flees South, Finds $$$ Plentiful, Way of Life Dreamy

FORT LAUDERDALE, FLA., May 31 —Last year James McDonough took the step which many admen dream of taking, but somehow never seem to get around to doing.

He resigned as vp and creative director of W. B. Doner & Co. after 14 years as an adman in Chicago and moved to Florida, where he set up his own Fort Lauderdale agency—J. C. McDonough Associates.

Shortly after, Mr. McDonough, with several other people recruited from big city agencies, opened shop, the art director lettered what he thought should be their credo:

We sure ain't no threat
To Leo Burnett.

■ But after one year of operation, Mr. McDonough reported, "We're handling more business than most agencies secure in five. Our gross billings will be about $800,000 this year."

So "with all due respect to Leo," he said, the credo has been changed, and now reads:

Who'll take a bet,
That we ain't no threat?
Hey Leo—Hey 'Fax,
Better make tracks.
(Draper Daniels may be cute—
But then we ain't exactly mute!)

■ The agency is "in the heart of the fastest-growing county in the fastest-growing state in the nation," according to Mr. McDonough. "Business and industry influx figures are fantastic."

To this he adds: "The agency business in Florida is unlike anywhere else in the world. 'Take it slow' is just a trite phrase in New York and Chicago. Here, it's a way of life." #

Dailies' Consumption of Newsprint Is Up 5.4% in '60

Newsprint consumption by newspapers reporting to the American Newspaper Publishers Assn., New York, totaled 476,888 tons in April, a gain of 2.2% over newsprint consumed in April, 1959. Estimated total newsprint consumption for April was 635,850 tons, compared with 622,044 tons in April, 1959.

ANPA reporting newspapers used 1,794,802 tons in the first four months of 1960, a 5.4% gain over tonnage consumed in the like period of 1959. Average stocks of newsprint for all daily newspapers reporting to ANPA were 35 days' supply on hand and six days' supply in transit on April 30.

Screen Gems Names Schneider

Berton Schneider, formerly assistant to Jerome Hyams, vp and general manager of Screen Gems, New York, tv film producer and distributor, has been promoted to director of business affairs. He will take over the duties formerly handled by Burton Hanft, who was Screen Gems' vp and treasurer until he went to NBC about two months ago as vp in charge of talent and program contract administration.

TALK ABOUT
COVERAGE!
9 OUT OF 10 FAMILIES
9 OUT OF 10 FAMILIES IN METROPOLITAN NASHVILLE, 7 OUT OF 10 IN THE 38-COUNTY RETAIL TRADING ZONE; GET ONE OR BOTH OF THESE NEWSPAPERS.

Nashville Banner
PLAN $16 MILLION IN HOMES

THE NASHVILLE TENNESSEAN
MID-STATE GAINS NEW PLANT

Evening Morning • Sunday
NEWSPAPER PRINTING CORPORATION, Agent
Represented Nationally by THE BRANHAM CO.

If you sell general merchandise in Oregon...

Nearly ¼ of Oregon's buying families watch
KVAL-TV·KPIC-TV

The only clear picture in the Eugene-Springfield-Roseburg market is on KVAL-KPIC. One order to your Hollingbery man or Art Moore and Associates (Portland-Seattle) covers both stations.

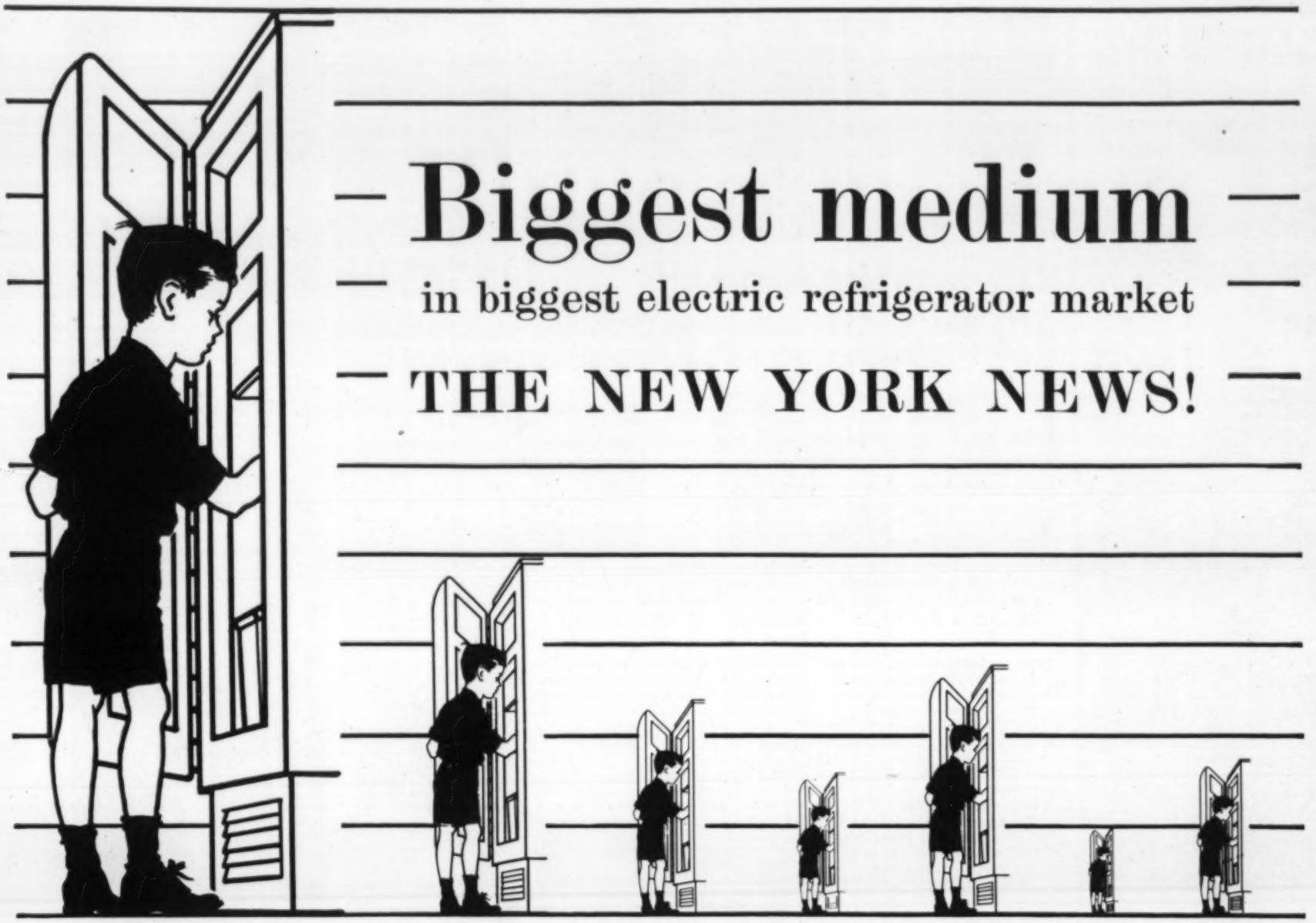
* Oregon General Merchandise Sales $247,116,000—1958.

KVAL-TV Eugene NBC Affiliate Channel 13
KPIC-TV Roseburg • Channel 4 Satellite

Biggest medium

in biggest electric refrigerator market

THE NEW YORK NEWS!



2,960,000	1,160,000	670,000	450,000	810,000	300,000	530,000
NEWS	Mirror	Times	Herald Tribune	Journal-American	Post	World-Tel. & Sun

(Source: Profile of the Millions—2nd Edition)

In metropolitan New York,

The New York News has 2,960,000 readers in households owning electric refrigerators—more than all other New York morning papers combined, and more than all evening papers combined.

Appliance buyers are good customers for all kinds of merchandise, big-ticket and volume. And The News has more of them!

The News also has more home owners, new car buyers, stock owners, families with children, and readers in families with incomes over $5,000—and over $10,000.

In the nation's major market, The New York News is your major selling medium!

Want larger sales—use THE NEWS!

—

THE NEWS, *New York's Picture Newspaper*

More than twice the circulation, daily and Sunday, of any other newspaper in America

News Building, 220 East 42nd St., New York 17—Tribune Tower, Tribune Square, Chicago 11—634 Buhl Building, Detroit 26—1405 Locust St., Philadelphia 2—3460 Wilshire Boulevard, Los Angeles 5—407 Lincoln Road, Miami Beach 39—155 Montgomery St., San Francisco 4—27 Cockspur St., London S. W. 1, England

At CINCINNATI'S CONEY ISLAND . . . or ANYWHERE

Of all the folks you see from ABC Cincinnati . . .

7 OUT OF 10 *read the* **CINCINNATI POST TIMES-STAR**

**B. L. Schapker Market Research*

Total ABC circulation, the largest daily in Cincinnati history . . .
273,148

The Newspaper that Spends the Evening with Almost **1,000,000** *Readers*

ROBERT K. CHANDLER
Manager, General Advertising Department
★
Represented by
The General Advertising Department
SCRIPPS-HOWARD *Newspapers*

GRANTANA—*Maurice H. Needham looks through one of some 600 books about the Civil War and U. S. Grant, which he has collected over the past 25 years. This part of his collection is housed in his home.*

Versatile Adman . . . Maurice H. Needham

Collecting lore of the Civil War period in general and Ulysses S. Grant in particular is the hobby of Maurice H. Needham, president of Needham, Louis & Brorby.

The Civil War has been a favorite topic with Mr. Needham since his youth, when he used to march with Civil War vets during Memorial Day parades. Later, while working as advertising manager of Thomas B. Jeffery Co., Kenosha, Wis., Mr. Needham received and accepted an invitation to join the Pelicans, an organization composed almost entirely of Civil War veterans.

The agency executive first became seriously interested in collecting Civil War and Grant lore in 1935, when he inherited an original set of "Personal Memoirs of U. S. Grant," written by Gen. Grant and published by Mark Twain.

Mr. Needham currently has a collection of nearly 600 books on the Civil War, of which about 100 are books about Gen. Grant. He also has some 30 letters and cards written by Grant, among which is a letter written by Grant to his son, which was presented to Mr. Needham last year by Adlai H. Rust, board chairman of State Farm Mutual Automobile Insurance Co., an NL&B client.

Also in the collection are some original photographs of President Lincoln, Grant and Civil War scenes, and books on Lincoln, autographed by their author, Carl Sandburg.

■ Although Mr. Needham obviously knows a great deal about the life and history of Grant, he classifies himself as an amateur, and denies that he is an expert or a scholar on the subject.

However, he has some strong opinions about Grant, which are based on his extensive knowledge of the former war hero and President. "Grant was one of the most abused men in American public life," Mr. Needham said.

"He was accused of being a butcher, a drunk and an incompetent, and I don't feel that any of these charges was fair. Grant was a great American, one of the greatest generals of all time and a fine person."

Mr. Needham's interest in the Civil War has taken him to the sites of all battlefields of that war, at least three or four times. He keeps his extensive collection in three locations—his office, his Chicago apartment and his palatial home near Woodstock, Ill.

His interest is not limited to the Civil War and Grant books. He is an avid reader of books and magazines dealing with many fields, including poetry.

How does a busy executive like Mr. Needham find time to read? His formula, which is not recommended for sleep lovers, is simply that Mr. and Mrs. Needham arise at 5:30 a.m. each morning, seven days a week, and read for two hours before breakfast. They have been on this schedule for 15 years and plan to continue it indefinitely.

The early-to-rise schedule also is helpful to the Needhams in connection with another avocation —they're bird watchers, too. #

INSUFFICIENT FUNDS—*This framed letter from U.S. Grant to his son hangs in the office of its owner, Maurice H. Needham. In the letter President Grant authorized his son, then a college student, to write a check to cover expenses.*

COLLECTOR'S ITEM—*Maurice H. Needham examines a framed letter written by U.S. Grant, which is part of Mr. Needham's extensive collection of Grant and Civil War lore. The letter was presented to Mr. Needham last year by Adlai Rust, board chairman of State Farm Mutual Automobile Insurance Co.*

BIRD WATCH—*Watching birds—as he is here, from the picture window of his Woodstock home—has been a lifelong avocation of Maurice H. Needham, president of Needham, Louis & Brorby.*

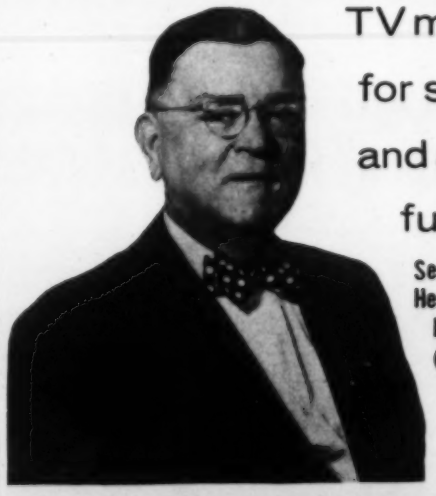
'Skipper' Adds Florida Rep

The Skipper, Annapolis, Md., has appointed Mrs. Svea Haynsworth its ad representative in Florida. She will maintain offices at 3775 LeJeune Rd., Coral Gables.

Appoints Joan Rutman

The Cleveland office of McCann-Marschalk Co. has appointed Joan Rutman media director. She was formerly media group supervisor at Grey Advertising Agency.

"Look South for new economic strength . . . look at the Jackson TV market area for solid growth and a sound future."



Served, 1954-1957, as Head of Largest World-wide Masonic Organization (Royal Arch Masons)

TOM Q. ELLIS
Clerk, Supreme Court of Mississippi

WLBT Hollingbery **3** **WJTV** Katz **12**

Serving the Jackson, Miss., Television Area

Lestoil Gets New Officers, Agency, Name in New Setup

(Continued from Page 1)

manufacturing; and Eleanor Miller, formerly of Jackson Associates, as head of the Lestoil advertising department.

■ Lestoil's new agency will be a merged company comprising the old Lestoil-owned agency, Jackson Associates, and Sackel Co. in Boston. The merged agency will be headed by Sol Sackel, an old friend of Mr. Hogan, with whom Mr. Sackel worked at the Bolta Co. for several years. The merged agency will be called the Sackel-Jackson Co. Mr. Hogan told ADVERTISING AGE that he wants to get away as soon as possible from the idea that Lestoil has a "captive house agency." Sackel already handles Standard's Everedy Co.

Overnight the Lestoil appointment boosts the billings of Mr. Sackel's agency from under $2,000,000 to $11,000,000 or $12,000,000, depending on Lestoil's expansion plans for the year. Mr. Sackel, who will be Lestoil's chief executive officer for advertising and promotion, already has started enlarging his staff to handle the new billings. Most of the agency work will be handled out of Boston; it is not expected that a Sackel-Jackson office will be set up in Holyoke, though there will be a reorganized advertising department.

■ The hand of new management will soon become apparent in the advertising and marketing of Lestoil and Lestare. Mr. Hogan said the company is aiming at national distribution for both products. Initial expansion, for Lestare at the outset, has started in Los Angeles, with spot tv and newspaper ads supporting the drive. Next will come an invasion of San Francisco and cities in the Northwest.

In advertising, Mr. Hogan will broaden what has hitherto been pretty much a one-note approach —that is, concentration on run-of-schedule saturation spot tv. The broadened approach may include prime time tv spots, network tv (of the Jack Paar, Dave Garroway type) and magazine advertising. Present plans do not call for an immediate increase in the ad budget, though there may be some expansion as the company steps up its drive for national distribution.

Lestoil's executive offices will remain in Holyoke, but Mr. Hogan, who pilots his own plane, will spend part of the week in Boston.

■ As a member of the sprawling Standard International family, Lestoil joins these other divisions, subsidiaries and affiliates: Standard Publishing Co., Cincinnati; J. N. Rawleigh Co., High Point, N. C., a finance and factoring company; Roehlen Engraving Works, Rochester, N. Y., maker of embossing rolls; Union-Everedy Co., Frederick, Md., housewares manufacturer; and Bolta-Werke G.M. B.H., Nurnberg, Germany, and Bolta-Argentina, Buenos Aires, maker of plastic products.

Standard is closing a deal to take over a controlling interest in Coca-Cola franchises in Uruguay, Argentina and Chile. #

S. Klein Now Has 'No Comment' on FTC's Ad Plaint

NEW YORK, June 1—S. Klein Department Stores—hit with a Federal Trade Commission complaint charging injury to their competitors and fictitious price advertising (AA, May 30)—was mum about the whole thing today. Spokesmen for the retailer would not even tell ADVERTISING AGE the name of defense counsel. Klein spoke only two words to all questions—"no comment."

However, the company's president, Philip S. Harris, last week commented on the FTC move, shortly after learning about the lodging of the complaint. He called it "altogether without substance."

■ At that time Mr. Harris said this was apparent because of its "reference to the alleged misrepresentations of merchandise on radio or television, when the fact is that we have never advertised any such merchandise (coats, sweaters, tub enclosures) either on radio or television."

Mr. Harris said, "Either the allegations made by the FTC represent a sudden departure from their rules in contravention of advertising techniques previously approved by them, or they are based on their unawareness of the facts."

Asserting that Klein worked within the framework of FTC regulations, Mr. Harris said that "no company in America is more closely scrutinized with respect to price and quality claims for its merchandise than is S. Klein." #

Cabell Eanes Promotes Three

Three members of the art staff of Cabell Eanes Inc., Richmond, Va., have been promoted. Named to new positions were Henry J. Hester, executive art director and operations manager; Robert R. Meacham, art director, and Maxie D. Mason, assistant art director.

FCC Embarks on Complaints, Compliance Program Though Senators Still Weigh Funds

WASHINGTON, June 2—The new complaints and compliance branch of the Federal Communications Commission officially began its work this week, but the future of the project is still up to the Senate appropriations committee.

Backing up its determination to tighten the policing of radio-tv stations, FCC got the complaints and compliance operation started by transferring personnel and funds from other activities (AA, May 23). As outlined to the Senate appropriations committee last week, the plan calls for a staff of 25 this year, with a $300,000 budget.

■ As a sign that it means business, FCC appointed John C. Harrington as director of the new office. He has been in FCC's broadcast bureau for the past three years. His background includes service with the FBI and with other branches of the Department of Justice.

■ Some uncertainty over the Senate's reaction to the program remained following a two-day hearing before the appropriations committee. While they protested that they had not made up their minds, committee members, including Sen. Warren Magnuson (D., Wash.), the subcommittee chairman, expressed concern that the monitoring "spot checks" might lead to censorship.

FCC Chairman Frederick Ford strongly defended the project. He said FCC needs to know what is on the air so that it can catch evils like "payola" before they reach scandal proportions. He assured committee members FCC has no intention of "censoring" programs.

Last Minute News Flashes

Grant Adds Cone Mills, Conmar from Cohen, Dowd

NEW YORK, June 3—Two more accounts which have been handled by Cohen, Dowd & Aleshire have moved to Grant Advertising: Cone Mills, textile manufacturer, and Conmar Products Corp., marketer of slide fasteners. Like Lovable Bras, Richelieu pearls and Hannah Troy women's wear, the Cone and Conmar accounts were handled at Cohen, Dowd by Michael and Milton Raymond. The Raymond brothers have moved to Grant (AA, May 30). Grant Advertising is negotiating to buy a New York agency, with billings of $5,000,000, and three Los Angeles agencies, with combined billings of about $12,000,000. Will C. Grant told ADVERTISING AGE that he hoped to finalize the acquisitions within the next three weeks.

Spitzer & Mills Denies Merger Deal with Bates

TORONTO, June 3—W. H. Reid, president of Spitzer & Mills Ltd., emphatically denied to ADVERTISING AGE today that the agency has made an acquisition or merger deal with a U. S. shop. For some months now it has been rumored that Ted Bates & Co., New York, was in the process of acquiring or merging with Spitzer & Mills. Said Mr. Reid, "We have been approached recently by two or three U. S. shops, as have a number of Canadian agencies. But we have made no deal. However, we can't say what will happen tomorrow."

Allston, Smith & Somple Opens with Three Accounts

GREENWICH, CONN., June 3—Allston-Smith Advertising, which was announced last week as a new agency being set up to handle Arnold Bakers (AA, May 30), will open July 5 as Allston, Smith & Somple. Eldredge Allston, former creative head at Charles W. Hoyt Co., New York, will be president; William P. Smith, former radio-tv head at Hoyt, will be vp and radio-tv director, and Joseph Somple, former Hoyt art director, will be vp and director of art and production. Besides Arnold Bakers, the agency will handle Cox Kitchens, Port Chester, which has been placing direct, and Ward-Griffith Co., newspaper representative, New York, which Mr. Allston has been handling on a free lance basis.

Cohama Fabrics Names Rockmore; Other Late News

• **Cohama Fabrics** division of Cohn-Hall-Marx Co. has appointed the Rockmore Co., New York, to handle its advertising. Initially, an image-building trade campaign is scheduled. Cohama has had no advertising agency for several years.

• **Thomas A. Hanna,** formerly assistant product manager of the industrial division of Kordite Co., Macedon, N. Y., has been named advertising manager of Kordite. He succeeds Edward Bjornson, who has resigned.

• **This Week Magazine** has promoted three New York staffers to vps. They are Dwight I. Skinner, named vp of *This Week's* newspaper division; Richard Ney, vp of administration, and Joseph G. Wright, vp of manufacturing.

• **Carl Watson,** formerly manager of continuity acceptance at NBC, New York, has been promoted to director of continuity acceptance, replacing Stockton Helffrich, who has been named director of the soon-to-be-opened New York office of NAB's tv code review board *(see story on Page 94)*.

• **McCann-Erickson's** Detroit office is requesting radio station representatives to furnish a listing of companies which use their stations during 1960, ADVERTISING AGE has learned. It is expected the information will be used to evaluate the type of sponsorship each station attracts and the character of its listening audience *(for other news of agency-rep activities see stories on Pages 2, 102)*.

• **B. F. Gladding & Co.,** manufacturer of fishing tackle and industrial cordage, has appointed Geyer, Morey, Madden & Ballard, New York, as its agency. The account was formerly handled by Lennen & Newell.

• **Norman Grulich,** formerly vp and Procter & Gamble account supervisor at Benton & Bowles, has joined Papert, Koenig, Lois Inc., New York, as an exec vp.

• **Simmons-Boardman Publishing Corp.,** New York, will discontinue *Selecciones del Railway Age* later this year and in December will launch *International Railway Journal*, an export magazine that will have worldwide circulation. *International Railway Journal* will be published in English but will have abstracts of articles in Spanish, German and French.

• **Newspaper Color Advertising Inc.** has added six more dailies to its list of 13 sponsor newspapers: *Atlanta Journal, Cincinnati Enquirer, Houston Chronicle, Minneapolis Star & Tribune, Peoria Journal-Star* and *Philadelphia Inquirer*. The *New York Herald Tribune*, which will introduce spot color next week *(see story on Page 96)*, also is expected to announce affiliation with NCA shortly. Under terms of sponsorship, newspapers pay a percentage of national r.o.p. color revenue in support of the color sales group.

• **Merrill Lynch, Pierce, Fenner & Smith,** New York, which will expand into Canada this month and will open offices June 6 in Montreal and Toronto, has appointed Cockfield, Brown & Co. to handle its projected Canadian advertising.

• **Beckman Instruments Inc.,** Fullerton, Cal., and Charles Bowes Advertising, Los Angeles, will terminate a five-year relationship on Dec. 31, 1960. Beckman, which will select a new agency by Oct. 1, said it needed a larger agency with offices in Los Angeles, San Francisco and other cities.

• **Gordon E. Bennett,** account executive with Condon Co., Tacoma, has been appointed advertising manager of Sicks Seattle Brewing Co., succeeding Arch Douglas Jr., who has resigned, effective July 1.

• **Major tv film producers,** meeting in New York with representatives of the top ad agencies and networks, have received assurances that should ease the pressure on them in their strike negotiations with the Writers Guild of America. The producers are seeking permission to delay the start of the fall network season, if necessary. The writers' strike, which does not affect live tv productions, began last January and grew out of a dispute over foreign sales. It is directed against tv's biggest suppliers.

Restonic Decree Bans Price in National Ads

(Continued from Page 1)

owned but has licensees other than its owners.

The complaints charge that each trademarked brand eliminates competition among its own manufacturers by providing for disciplinary action against any manufacturer who sells outside his territory. The government contends retail prices were stabilized through the enforcement of suggested retail prices by manufacturers.

■ Under the Restonic decree, no license may be based on exclusive territory. Justice Department sources say this should generate competition in selling to retailers.

The use of nationally advertised prices is also prohibited. The Justice Department explanation is that this is expected to encourage price competition among Restonic retailers and ultimately within the mattress industry.

Anti-trust Chief Roberts Bicks said the government's purpose is "to promote genuine competitive conditions in the manufacture and sale of trademarked bedding articles." He said the judgment effectively eliminates restraints, while leaving the manufacturers of Restonic products "free to take advantage of the benefits to be derived from combining their resources to engage in national advertising in competing with other manufacturers."

■ Justice Department experts will watch to see the changes that occur once nationally advertised prices are eliminated from ads for the licensed trademarked brands. They are hopeful that price advertising will be used in local markets by individual licensees.

As they see it, prices quoted in these local ads will reflect local production costs and marketing conditions. As the independents find themselves undersold in important markets, the Justice Department view seems to be that they will also have to consider whether they want to continue to quote prices in their national advertising.

2 MATTRESS COMPANIES DENY LAW VIOLATIONS

CHICAGO, June 1—Following the filing of anti-trust suits against three mattress companies, ADVERTISING AGE received the following comments from Serta Associates, Sealy Inc. and Spring-Air Co.

Serta Associates said: "We have been advised by our attorneys that in their opinion, Serta Associates Inc. and its licensees have not violated the anti-trust laws, and that Serta's licensing arrangements will be sustained by the courts as valid and reasonable."

Sealy Inc. declined to comment other than to say, "We have no knowledge which would lead us to believe that we have at any time wittingly or unwittingly violated any law or interpretation thereof, however technical such interpretation might be. We are confident that on the issues being made clear, Sealy will be fully and completely vindicated of any charge of violation of the anti-trust laws."

Officials of Spring-Air could not be reached for comment. #

Daubert Names F&S&R

Daubert Chemical Co., Chicago, has named Fuller & Smith & Ross, Chicago, as its agency, succeeding George H. Hartman Co., Chicago. Dauber makes rust preventive coatings, sprayable sound deadener and other products.

P.O. Yields Ground as Publishers Hit Rate Boost Logic

(Continued from Page 1)

absorb more increases without serious damage.

Mr. Brumbaugh singled out "three very serious flaws" in the McKinsey study:

1. It says price per copy received by publishers for magazines is up 40% since 1946.

"Everyone in the publishing industry knows," Mr. Brumbaugh stated, "that the effective rate per copy received by magazines from subscribers is, in fact, practically unchanged during this period. Furthermore, a number of magazines put price decreases into effect in 1959."

2. While the study quotes increases in costs of items other than postage, none of these items advanced by anywhere near the amount of the postal rates already enacted into law.

3. McKinsey's figures on paper and wage increases take no account of any efficiencies put into effect by the industry in this period. While publishers have been able to achieve substantial efficiencies to offset wage increases, he said, unfortunately they are helpless to do the same with postal rate rises.

■ The big bombshell during the week came Wednesday, when Mr. Summerfield filed a letter with Rep. Tom Murray (D., Tenn.), the post office committee chairman, announcing that he had given up on increases in the second and third class rates for religious, fraternal, and other non-profit groups.

This announcement left a long list of distinguished religious leaders, on hand to oppose the bill, speechless. They were not taken entirely by surprise, however, as the Postmaster General had breakfasted with them.

National Editorial Assn., which benefited substantially from Mr. Summerfield's decision to continue free-in-county mail, said small daily and weekly newspapers continue to oppose the bill anyway, since they still face increases. NEA's telegram to the committee said it was happy about the decision to keep free-in-county mail, "even though we were not invited to the breakfast."

■ Mr. Summerfield held a press conference Tuesday to attack an ad which has been run in newspapers here under the signature, Business Mail Foundation, with the headline: "How much does your mail mean to you?"

He distributed a 21-page point-by-point refutation of the ad, contending that its purpose was "to protect the huge postal subsidy enjoyed by the direct mail industry by persuading the American taxpayers that the Post Office Department should continue to operate at a tremendous deficit."

At the press conference, Mr. Summerfield gave his postal rate plea a national defense twist. Arguing that the $600,000,000 deficit isn't peanuts," he said that amount would buy 315 Atlas missiles, 315 Titan missiles, 545 Polaris missiles, 10 nuclear attack submarines, or 76 B-52 bombers.

■ The *Time-Life* testimony got onto the subject of "fat cats." Mr. Brumbaugh said one of the reasons for continuing controversy over postal rates is that the department insists on allocating costs equally to all subclasses of second class. The result, he said, is that the special preparation of mail by large volume users such as *Life* gets credited to the entire second class, instead of to the large magazines, which are the ones which perform the special services.

■ Evan Ingles, *Time-Life* assistant production manager, who was with him, conducted a demonstration, using a prepared pack of *Life* magazines, as they are delivered to the post office ready for distribution in Zone 15, Chevy Chase, Md. He showed how magazines are bundled by zone, and indicated that no post office handling was involved until they were delivered from the special *Time-Life* railroad car to the post office on the platform in Washington.

Because of new electronic equipment, Mr. Ingles reported, *Time-Life* will soon begin delivering the magazines in bundles arranged by street and number. He said tests show this will reduce postal sorting time by 58%. He anticipated that other major publishers, using similar electronic equipment, will adopt the same system.

■ On the subject of ability to pay, Mr. Brumbaugh had a table comparing 1959 advertising linage of leading magazines with their best previous showing. They showed losses ranging from 210 pages to 1,609 pages.

"This drop in volume," he said, "is not good for the magazine industry, for its profit margin, for the Internal Revenue Service or to the Post Office, which makes a good profit on carrying magazine advertising through the mails."

Mr. Brumbaugh returned repeatedly to the problem of postal efficiency. *Life's* costs for labor are up 65% in the past decade, but the actual cost of handling a subscription is down 15%, he said. By contrast, he said, the Post Office Department's records show its costs for handling a letter are up 33% since 1953 alone.

He said his office has a long bookshelf of testimony on postage rates, but that almost nothing exists on postal efficiency.

"We do not wish to impugn the good intentions of the present or past postal administrations," he commented. "But we can't help but feel that if the same amount of energy that has been exerted by the Post Office, by the Congress and by the mail users on the pricing aspect had been exerted on the cost and efficiency aspects, all of us would be far better off than we are today."

■ DMAA, which got rough handling in the McKinsey report, dished it back. Mr. Bihler said McKinsey spent a lot of time in its $137,000 study arguing that cost is not the major factor which induces advertisers to use direct mail. He said he did not know anyone in the direct mail industry who ever suggested it was.

"Anyone who has geared a business to a creative advertising program or, for that matter, any high school economics student, knows that advertising dollars are spent on a medium which will produce the greatest return per dollar invested," he commented.

Mr. Bihler said "doubts and fears" engulf more and more mailers as the rate increase threat is repeated in one Congress after another. The department's proposal that mailers pass along the increases by raising prices "shows a deplorable lack of knowledge of the direct mail business, in assuming that even small increases can be passed on to buyers without resultant loss in sales," he said. #

Rokeach Joins Cavanaugh

Martin Rokeach has joined Cavanaugh Morris Advertising, Pittsburgh, as account supervisor for the agency's brewery accounts. He previously was with Batten, Barton, Durstine & Osborn; Norman, Craig & Kummel, and Grey Advertising Agency.

EDUCATIONAL SELL—*This color spread in the June 13 Time is the first in a monthly series by Daystrom Inc. designed to define the language of electronics. The first ad in this "public enlightenment" campaign explains feedback; subsequent ads will interpret such terms as memory, the solid state, and signals and noise. G. M. Basford Co. is the agency.*

Top 25 TV Network Advertisers

First Quarter, 1960 vs. 1959

'60 Rank	1960	1959
1. Procter & Gamble	$11,638,542	$13,009,136
2. American Home Products	8,682,839	6,553,754
3. Lever Bros.	7,597,976	7,161,857
4. General Motors	5,844,404	5,607,110
5. Colgate-Palmolive	5,806,258	6,244,623
6. General Foods	5,104,698	6,170,076
7. Sterling Drug	4,339,769	3,538,848
8. R. J. Reynolds	3,541,857	3,930,366
9. Ford Motor	3,452,881	3,075,127
10. General Mills	3,294,993	3,290,675
11. Kellogg Co.	3,146,226	1,713,678
12. Liggett & Myers	3,114,851	3,334,118
13. Chrysler Corp.	3,040,400	2,630,540
14. Texaco	2,959,160	145,463
15. Gillette Co.	2,899,688	3,090,219
16. Brown & Williamson	2,886,182	2,186,242
17. American Tobacco	2,608,830	3,683,838
18. Bristol-Myers	2,586,715	3,260,328
19. Philip Morris Inc.	2,528,593	1,674,379
20. National Biscuit	2,496,876	1,665,497
21. Miles Laboratories	2,346,659	1,613,069
22. National Dairy	2,178,588	1,280,713
23. Bayuk Cigars	2,086,933	1,561,558
24. J. B. Williams	2,077,911	3,090,023
25. P. Lorillard	2,043,600	3,444,681

Source: TvB figures from LNA-BAR. Gross time charges only.

Top Network TV Advertised Brands

First Quarter, 1960 vs. 1959

'60 Rank	1960	1959
1. Dristan	$2,572,758	$1,543,917
2. Anacin	2,551,128	2,491,915
3. Phillies cigars	2,067,112	1,561,558
4. Bayer aspirin	1,930,483	1,683,923
5. Winston	1,601,206	1,349,885
6. Pall Mall	1,568,328	1,337,202
7. Colgate Dental Cream	1,535,428	1,364,277
8. Chesterfield	1,510,480	1,217,671
9. Tide	1,494,929	1,912,250
10. Kent	1,390,723	1,430,690
11. L&M	1,387,881	1,368,694
12. Texaco General Promotion	1,374,052	145,463
13. One-A-Day Vitamins	1,329,067	629,589
14. Bufferin	1,240,095	1,586,975
15. Viceroy	1,197,447	1,728,378
16. Gleem	1,185,774	1,288,689
17. Chevrolet	1,175,779	1,967,522
18. Phillips Milk of Magnesia	1,082,178	959,219
19. Oldsmobile	1,072,042	883,632
20. Listerine	1,061,634	——†
21. Salem	1,053,228	1,172,415
22. Plymouth	1,050,442	1,079,679
23. Crest	1,030,791	741,594
24. Marlboro	1,028,063	493,822
25. Gillette Razors & Blades	1,022,187	837,768

†No network budget.

Source: TvB figures from LNA-BAR. Gross time charges only.

Aurbach Elected New President of Industrial Publishing

CLEVELAND, June 3—Lester P. Aurbach, who recently celebrated his 25th anniversary at Industrial Publishing Corp., has been elected president of the company. He succeeds Irving B. Hexter, who died last week (AA, May 30).

Lester P. Aurbach

Edwin M. Joseph, 1st vp, succeeds Mr. Aurbach as exec vp.

Mr. Aurbach joined Industrial Publishing in 1935 as an editor and was appointed vp in 1938. He became exec vp in 1952.

Mr. Joseph had been 1st vp since last year. He joined the company in 1945 as general manager of *Occupational Hazards*, and was named administrative vp of Industrial Publishing in 1952. #

NTA's 'Third Man' Sold to Anheuser-Busch, Liebmann

Anheuser-Busch, St. Louis, has bought National Telefilm Associates "Third Man" tv series for the entire U.S., excluding New York. Budweiser will carry the 39-episode show in more than 100 markets. It will make it available for alternate-week sponsorship in some cities. New York is not on the Budweiser list, because rights to the series had been bought earlier by Liebmann Breweries, brewer of Rheingold beer. The series will star Michael Rennie as a worldwide adventurer. Budweiser's order was placed through D'Arcy Advertising Co. Rheingold's buy was made by Foote, Cone & Belding.

Divco Names LaRue

Divco-Wayne Corp., Richmond, Ind., has named LaRue, Cleveland Inc., Detroit, to handle its advertising. Divco, which manufactures delivery trucks, buses, ambulances, funeral coaches and emergency vehicles, was formerly serviced by Ruben Advertising Agency, Indianapolis.

Helffrich to Head N. Y. Office of NAB TV Code Review Unit

WASHINGTON, June 2—Stockton Helffrich, who has been director of continuity acceptance for National Broadcasting Co., has been appointed director of the soon-to-be-opened New York office of National Assn. of Broadcasters' television code review board.

In this post, according to E. K. Hartenbower, chairman of the code board, and vp-general manager of KCMO-TV, Kansas City, Mr. Helffrich will concentrate on providing service and advice to agencies and advertisers wishing to create material in conformity with the NAB code.

The appointment was part of a general reorganization of code procedures approved by the code review board. Under the procedures announced today, the NAB vp for tv—a post to be assumed by Charles H. Tower June 20—will be responsible for the business affairs of the expanded code activity. Edward H. Bronson, director of tv code affairs, will concentrate on industry activities relating to the code.

■ "Mr. Helffrich's appointment and the establishment of a New York office are part of the general expansion of tv code activities, designed to assure the public the best in tv programming and advertising," Mr. Hartenbower said. "This office can be tremendously valuable to the code, because the great bulk of national advertising for tv originates in New York."

As director of continuity acceptance for NBC, Mr. Helffrich and 36 colleagues have been arbiters of good taste for the NBC networks. In addition, he has been an active speaker, panelist and writer, and was originator of CART (Continuity Acceptance Radio & Television monthly report).

He has been with NBC 27 years. Originally he was in the script division. In 1942 he became manager of continuity acceptance and in 1955, director. #

400 Already Signed for AA's Creative Summer Workshop

CHICAGO, June 2—Reservations for the third annual Summer Workshop on Creativity in Advertising, sponsored by ADVERTISING AGE, have passed the 400 mark.

The workshop is to be held at the Palmer House, Chicago, Aug. 2-5, and capacity is approximately 475—a figure certain to be reached before June 30.

The workshop is designed to provide an opportunity for discussion of purely creative advertising ideas and problems dealing with both print and broadcast advertising. It is a hard-working, three-day session aimed at mature, knowledgeable advertising people, giving them an opportunity to learn what's new, to get together with acknowledged leaders in the field, to swap ideas and know-how with other creative people, and to participate in creative experiments and demonstrations.

■ Reservations already received are about equally divided between advertiser and agency personnel, and are from all sections of the U. S., Canada, and Mexico.

Cost of participation in the workshop is $110, which includes five meals and a complete workbook, but does not include hotel accommodations. Full details of the program and reservation forms are available by writing to Summer Workshops, c/o ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

Camera Crew Has Rough Go Getting Sea Shot for Ad

(Continued from Page 2)

up a picture of a storm-caught boat. The weather bureau cooperated by forecasting that by Oct. 1 Hurricane Gracie should blow up enough wind and rain to suit any picture requirements.

■ Photographer Charles Kerlee was signed for the job, and a member of his staff volunteered to be skipper of the boat, a Lightning. The usual crew for such a boat is three, but for art's sake, it was decided that only one man should be in the boat when it was photographed.

A motor-sailer was hired for the photography crew from a local boat yard, and the yard foreman, Gramps, a man of about 60, came along to watch the goings-on. As the two boats put to sea, all hands noted with satisfaction that the wind indicator showed gusts up to 35 knots with a sea to match.

■ The action from then on went something like this, as recalled by Ted Warwick, art buyer on the account and water-logged witness of the proceedings:

Trouble began immediately when it became obvious that the skipper was having difficulty with the Lightning's sails. This was remedied by switching Gramps from the pitching motor-sailer to the tossing Lightning to help hoist the sails. When this was accomplished, he made his slippery scarey way back to the motor-sailer.

After considerable maneuvering, the two boats got into correct position for photography, but before the shutter had had a chance to click, the Lightning's skipper lost the tiller and the boat swung directly into the motor-sailer's course. In the inevitable collision, stays parted and considerable damage was done to both hulls.

■ They towed the Lightning back to the yard, on the way narrowly avoiding a second collision with a tug with two barges in tow. By then the waves were four to five feet, but the undaunted crew proceeded to find another Lightning and put back to sea again—this time with Gramps aboard the Lightning as well as the original skipper.

This time it was the motor-sailer that ran into trouble. Gramps suddenly began waving furiously in warning. A channel buoy had been cut adrift by the tug and had floated into shore, thus throwing them off their course—and this was not discovered until the motor-sailer was only 15′ from the rocks. After telling the coast guard about the buoy and repositioning themselves, the photography began.

■ Photographer Kerlee was stationed on a small railed-in area at the bow of the motor-sailer. Aside from staying aboard, his biggest problem was keeping the camera as dry as possible. After the first roll was shot, he called for his assistant to bring a freshly loaded camera. "The only answer was a white, unhappy face at the cabin window," Mr. Warwick recalls, as the violent seas began to take their toll. Mr. Warwick then became the go-between, crawling over the pitching deck between the photographer and his seasick assistant.

Conditions were steadily blowing worse and during several gusts, the Lightning nearly capsized. Mr. Kerlee also was threatening to capsize, as in his enthusiasm he was hanging further and further over the water. When the weather was really over-cooperating, the straining rudder split, bringing an end to this Hamilton sea yarn.

Mr. Kerlee had shot 38 pictures, one of which can be seen in the May issues of *National Geographic*, *Sports Illustrated* and *The New Yorker*. #

Folands Leave Pacific National to Form Foland Ad Agency

Milton A. Foland, formerly Portland manager of Pacific National Advertising Agency, has resigned to form a new agency, Foland Advertising Agency, with offices at 310 S. W. Sixth Ave., Portland. Mr. Foland had been with Pacific National 14 years as a board member and vp. His wife, Ruth, formerly creative director and secretary-treasurer of Pacific National, also is one of the incorporators of the new agency.

George P. Griffis, a vp of Pacific National, has been named manager of the Portland office succeeding Mr. Foland.

Mutual Moves to EWRR

Mutual Broadcasting System, New York, formerly handled by Jay Victor Associates, has appointed Erwin Wasey, Ruthrauff & Ryan to handle its advertising. Erwin Wasey is also the agency for the graphic products division of Minnesota Mining & Mfg. Co., which recently bought the network.

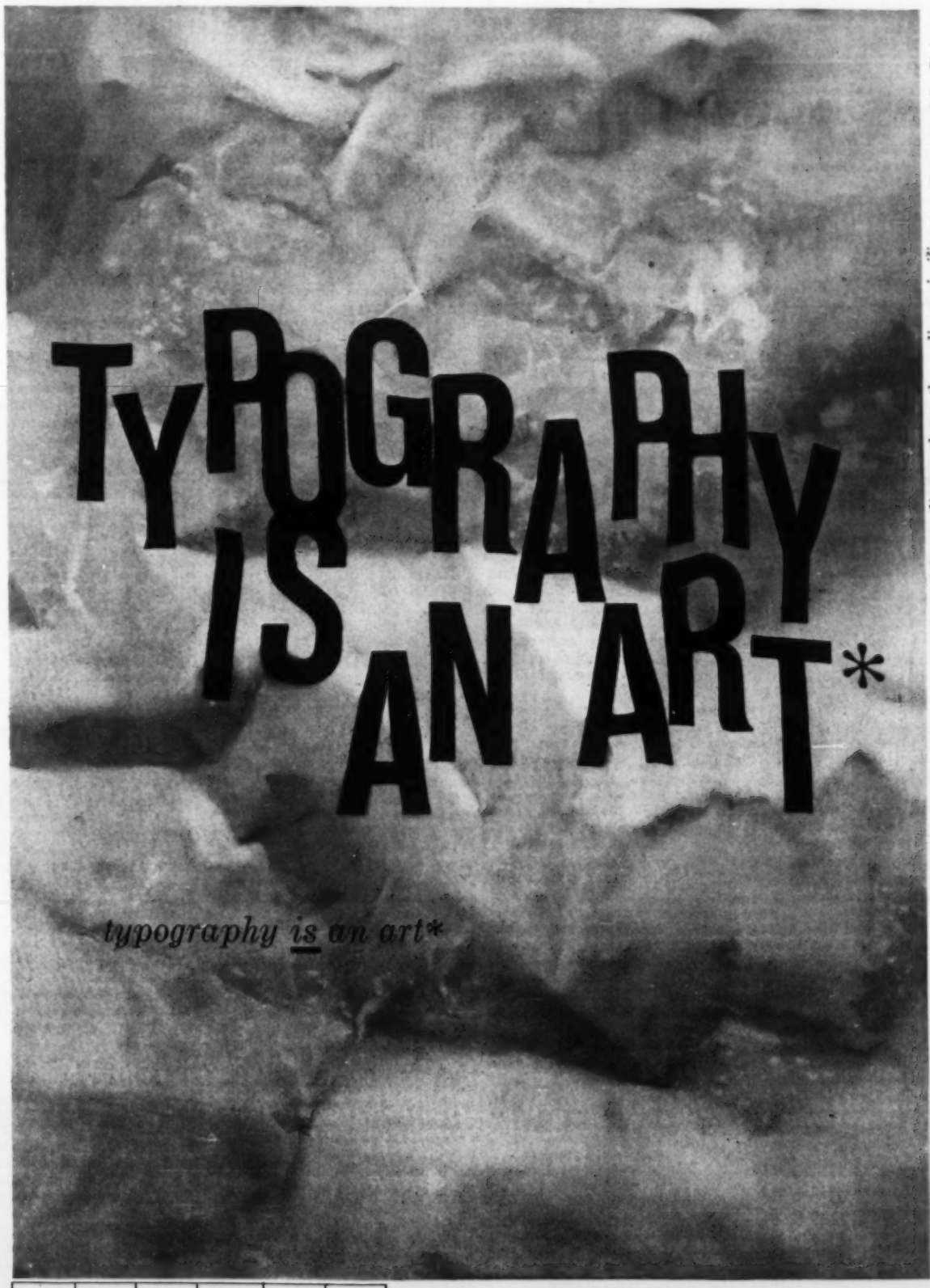
New London
Power-to-Buy
Surges Ahead!

Latest figures show a big jump in average household Effective Buying Income in New London: $8057 . . . a $551 increase over 1959!*

Your Connecticut sales will jump too, with just one buy: The Day, New London's only local daily, covering 98% of this 61,547 ABC City Zone!

* SM '60 Survey

The Day
NEW LONDON, CONNECTICUT
National Representatives:
JOHNSON, KENT, GAVIN & SINDING, INC.


TYPOGRAPHY IS AN ART*
typography is an art*
* the production or expression of what is beautiful, appealing, or of more than ordinary significance. — The American College Dictionary
HORTON GOLDSHOLL

MONSEN typographers, inc.
22 East Illinois Street · Chicago 11, Illinois · 960 W. 12th Street · Los Angeles 15, California

Ad Aims Are Criterion for Copy, Media: Elder

(Continued from Page 3)

fore a customer buys, he will have been visited several times, often over an extended period, by our salesmen and perhaps our engineers and designers. Our prospect will judge us and our products far more by these contacts than by any impression he may get from our advertising."

■ Mr. Elder said that because of this particular selling climate, Plax Corp. has set three major advertising objectives:

• **1.** To make it easier for Plax salesmen to establish working contacts with prospective customers' purchasing departments.

• **2.** To win favorable awareness of the company among management people who play a part in approving packaging decisions, yet who are not ordinarily reached by salesmen.

• **3.** To increase the general level of interest in plastic containers, and awareness of Plax as a major factor in the industry, among purchasing, marketing and management people in companies from which it expects to be seeking business in the future.

■ "These objectives," Mr. Elder continued, "determine what we want to say and to whom we want to say it. They afford us a basis for judging copy and for selecting media. They make it easier than it would otherwise be to strike a balance between impact and frequency."

Turning to the relationship between top management and ad director, Mr. Elder warned against practicing "statistical legerdemain" to support an ad program.

"The corporate ad director will do well, once he's got his top management to participate in setting ad objectives and approving the program in broad outline, to take the initiative in reporting periodically on progress," he said.

"If he can show that he is keeping in line with his budget and provide evidence that the program is moving steadily toward the achievement of its predetermined objectives, he should be able to keep from being always on the defensive—which is bad for him personally and bad for building management's faith in advertising."

■ Mr. Elder said that ad managers must be sure to provide evidence of progress that is "solid and consistently based." "To pick from the various ratings and surveys those bits of evidence that look good and suppress those that don't look so good is going to leave him in a peck of trouble sooner or later," he said. "Top executives seldom get there by being gullible. It is possible to confuse them with statistical legerdemain, but you don't win faith when they are confused. The surest way to keep top management from being on your side is to imply that there is something complex and mysterious about the workings of advertising, so that it can be understood only by the initiated.

"Managing advertising is no different in principle," he concluded, "from managing any other aspect of a corporation's business. Every executive worth his salt knows that the way to manage effectively is to hire competent people, make them understand what they are supposed to accomplish, review their proposals and progress, and hold them responsible for results.

■ "In my experience, whenever you have a management that will take the trouble to define its own objectives and to discuss them frankly and clearly, and an advertising management group and agency that have the courage and confidence to document and defend with equal frankness and clarity their professional point of view, you will have in the end the kind of advertising that makes a satisfactory contribution to corporate profits."

■ S. Hooper White, New York manager of tv commercial production of Leo Burnett Co., warned that changes by the client in commercials, once production is under way, can add up to thousands of extra dollars in total cost. He suggested that the client be let in on production as early as possible, preferably before filming or taping is under way.

"A client should have an idea thoroughly explained to him, with the intent of the commercial completely agreed on," Mr. White said. "The client should be shown some visual evidence of the hoped-for end result, usually in storyboard form. And in looking at storyboards the client and agency should agree on one thing—storyboards are guides to production, a first checkpoint for intent and direction. Once agreed upon, production should improve rather than duplicate a storyboard."

Also, Mr. White said, clients should make suggestions for changes before cost estimates have been approved and production started. Otherwise, commercial costs can climb thousands of dollars, and months of production time can be lost.

"It is better to delay the production of commercial material for a few days, or even a few weeks, until all copy has been completely agreed upon, voices and music agreed upon, so that when production is started, control of costs can be a completely predicted constant. No client is interested in how quickly a commercial is produced if it is wrong, or how inexpensively it is produced if it doesn't sell." #

■ Next speaker on the program was Gage Olcott, manager of the merchandising section of Dow Chemical Co., who outlined his company's methods of handling mail inquiries.

He said major objectives of the company's program in handling inquiries included (1) a prompt reply, within two days; (2) minimum, practical filing and record keeping; (3) a better check on inquiries as a tool to measure results of Dow's advertising and publicity; (4) a method of screening inquiries for hot prospects, and (5) development of customer awareness that Dow responds promptly and that it welcomes further inquiry.

Last year, he said, Dow's plastics department received about 40,000 inquiries from 195 ads in 107 publications. With re-runs, the company ran a total of 745 insertions during the year.

■ The role of product publicity was sketched for the workshop by Robert E. McCumber, product publicity manager of Minnesota Mining & Mfg. Co., who said product publicity is part of marketing but is divorced from advertising, selling and merchandising.

The primary role of product publicity, he said, is to reduce marketing costs per unit by increasing through various publicity outlets the number of units sold.

"If product publicity does not do this, it is not economically sound," Mr. McCumber said. "Certainly it may have intermediate effects, such as exploring markets, obtaining inquiries, reducing sales resistance, arousing excitement and so on. But these are intermediate effects, directed toward the same ultimate goal—lower marketing costs per unit."

■ W. H. Simpson, manager of advertising and promotion of the data processing division of International Business Machines, wound up the session with a description of his division's marketing organization and a slide show of ads used by IBM to market big-ticket items like data processing systems. #

Stern Sarnoff Musnik Fernandel

NBC-FRANCO PACT—*Fernandel, the French comedian, lends one of his copyrighted toothsome smiles to the occasion celebrating the signing in Paris of a reciprocal representation agreement between the National Broadcasting Co. and Regie No. 1, French broadcasting representative. Other celebrants are Robert W. Sarnoff and Alfred Stern, board chairman and director of the enterprises division, respectively, of NBC, and Bernard Musnik, head of Regie International and Publicis Corp., both of New York.*

Texaco Forms Own Radio Net to Broadcast Opera

(Continued from Page 3)

opera live to the other stations on the list. Clearances have been set on 85 stations, but Texaco said the list would not be made public until the full lineup was complete. Such powerhouse stations as WSM, Nashville; WJR, Detroit; KMOX, St. Louis; WTOP, Washington; WWL, New Orleans; WBT, Charlotte; KFI, Los Angeles; WGY, Schenectady; WFIL, Philadelphia; KTRH, Houston, and KIRO, Seattle are being lined up. As has been the custom, the commercials will be limited to a brief acknowledgment to Texaco Inc. as sponsor of the program in the U.S. and to Texaco Canada Ltd., as backer in Canada.

■ G. H. Johnston Inc. will package the broadcasts, line up the stations and arrange for the use of AT&T facilities. Mr. Johnston was the Texaco account executive at Kudner several years ago, before he left to set up his own business. Souvaine Associates will continue to produce the intermission features. There will be no advertising agency involved in this radio series. #

Emerman Names Copeland

Emerman Machinery Corp., seller and lessor of heavy industrial machines and machine tools, has named Allan Copeland & Garnitz, Chicago, to handle its advertising. At the same time, Copeland has resigned the Howard Parlor Furniture account.

Audits Too Costly, 117 Business Papers Reply to ANA Quiz

NEW YORK, June 3—Reasons why some business publications do not have their circulation statements audited were uncovered in an Assn. of National Advertisers study released here today.

The ANA said it sent letters to 944 unaudited publications and got 370 replies—a 39% return. The study showed the following reasons for lack of auditing:

• 117 publications (32%) felt the "cost and time required to prepare and pay for audit are not justified; 113 publications (31%) said 'sworn circulation statements to SRDS (Standard Rate & Data Service), post office receipts or CPA audits are adequate'; 111 publications (30%) said 'society or professional associations use their membership lists for distribution of their publications'."

• 60 papers (16%) said they "have applied for an audit or plan to do so"; 29 (8%) said they "don't meet audit requirements—relatively new publications, just building up circulation"; 26 (7%) said they "see no reason for an audit"—"business is good," "have no competition in our field"; 19 (5%) cited "doubtful value of audited data—too much emphasis on quantitative information—practices of auditing organizations inadequate, audits can be circumvented."

• 18 publications (5%) replied that "advertisers and agencies haven't asked for audited figures"; 6 (2%) papers said they "furnish NIAA [AIA] data form, which is adequate."

■ The study, a project of the ANA's business paper committee and the business paper publishers committee, was made by the subcommittee on business paper auditing. Gilbert Miller, division manager of the advertising department of Du Pont, heads the subcommittee.

In replying to the survey, "many respondents gave more than one reason for not being audited," the ANA group reported. "Consequently the percentages shown total more than 100." #

K&E Transfers Baldwin

John L. Baldwin, vp of Kenyon & Eckhardt, Chicago, has been transferred to the agency's Boston office as an account supervisor.

FTC Rule Shift to Broaden Its Use of Injunction

(Continued from Page 1)

ers suggested in a report to the president that it might be necessary to propose legislation giving FTC power to use injunctions to curb all suspect ads, pending the outcome of formal hearings.

FTC Chairman Earl Kintner has indicated that injunctions would be used more frequently to get fast results in important food, drug and cosmetic cases. He has yet to advocate any move at this time, however, to get legislation which will let FTC use injunctions in advertising cases for other types of products.

The use of injunctions in advertising cases has long been a matter of great controversy. They are advocated by critics of the commission, who point out that ads often run for years after the commission issues complaints against them. They are opposed by those who believe that injunctions are too drastic a device to use in ordinary controversies over advertising claims and techniques.

■ FTC sources indicated the commission has no injunction cases specifically in mind at the present time. "With the adoption of this new policy," one FTC source said, "the handcuffs are off. We can really go after the drug campaigns that ought to be stopped when they first get started."

One reason injunctions have been used so seldom in the past, it was said, was that there are very few instances of "inherently dangerous" foods, drugs and cosmetics. "The Food & Drug Administration won't stand for it," the FTC source said.

FTC successfully used injunctions to stop advertising for a number of arthritis remedies, on the grounds that they diverted people from getting necessary medical attention. "But it was touch and go, whether we could make the injunction stick under the restrictions of the old policy, ADVERTISING AGE was told. #

'Herald Tribune' Offers Spot Color to Advertisers

NEW YORK, June 2—The *New York Herald Tribune* has become the first morning daily here to offer advertisers spot color service—b&w and one color.

The *Herald Tribune* said the service is offered only in daily editions and in the center spread of the first section and the back page of the first and second sections. Minimum unit size is 1,000 lines. $750 color charge will be applied over regular rates.

With adoption of color, the *Herald Tribune* becomes the third New York daily to offer spot color to advertisers. The other two—*New York Journal-American* and *New York Post*—are published afternoons. #

Hollingsworth Heads PMAA

Russell W. Hollingsworth, assistant advertising manager of Riegel Paper Corp., New York, has been elected president of the Paper Makers Advertising Assn. Other new officers include Robert Clarke, Old Colony Envelope Co., eastern vp; Ted Guenther, Northwest Paper Co., western vp; Tad R. Meyer, Nekoosa-Edwards Paper Co., treasurer, and Tom Henry, U.S. Envelope Co., secretary.

Giant Retailers Outgrow Selling Function: Weiss

Activities Like Banking, Real Estate to Bring in 50% of Net, Adman Says

NEW YORK, June 1—Non-merchandising activities—real estate, banking, financial management, department leasing and all kinds of manufacturer allowances—within five years will account for 50% of total net profit for some large retailers, predicts E. B. Weiss, director of merchandising of Doyle Dane Bernbach Inc.

Mr. Weiss' thesis is outlined in a 66-page study, "Non-Merchandising Income—the Next Great Revolution in Mass Retailing," published by the agency as the 13th in a continuing series of reports on basic merchandising trends.

"Ultimately the non-merchandising functions will contribute a larger percentage of the total net profit of an increasing number of giant retailers than will the merchandising functions," Mr. Weiss writes.

"Since giant retailers account for the lion's share of the total volume of most advertised brands—and since this concentration of retail volume in fewer hands will accelerate—this new retail revolution is of deepest significance to national advertisers," he says.

■ "As our giant retailers achieve still more enormous size, they will tend to turn still more emphatically to non-merchandising sources for an increasing share of their total net profit."

The study delves into the sources of retail non-merchandising income; the reasons for the trend; its impact on giant retailing and how manufacturers may be compelled to react in their marketing concepts.

On the subject of retail allowances, Mr. Weiss comes up with more than a score of allowance sources, besides cooperative advertising, and said the list is "very far from being complete." He reports the comment by the head of a large distributor organization who remarked: "The large tv-appliance retailer today makes as much money on advertising as he does on his sales to consumers."

■ The report declares: "More and more of the total volume done by manufacturers with advertised brands will be done by fewer and fewer retail organizations. In a very few years most brand advertisers will be very much dependent on no more than 50 great retail organizations for the major part of their distribution."

Mr. Weiss said a situation is developing in which giant retailing and manufacturing organizations are tending to take on the characteristics of each other, including advertised brands.

The study is available, free, from any Doyle Dane Bernbach Inc. office. Mr. Weiss writes a weekly column for ADVERTISING AGE. #

IBM Data Processing Moves from B&B to Marsteller

The data processing division of International Business Machines, White Plains, N.Y., has named Marsteller, Rickard, Gebhardt & Reed, New York, as its agency, effective Sept. 1. Benton & Bowles, New York, which handles all of IBM's corporate and divisional advertising, is the previous agency on the data processing account, which billed $750,000 or slightly more than 20% of the total IBM account at B&B in 1959.

Gilbert E. Jones, president of the IBM division, said IBM and B&B "mutually agreed on the move." David Donovan, B&B account supervisor for IBM, said the agency and division thought it "wise to let someone else enter the picture." The agency had handled the account for five years.

U. S. Steel Issues Supplement

U. S. Steel Corp., Pittsburgh, has distributed a "summer fun" edition of its newspaper service to advertising managers and editors of daily and weekly newspapers. It consists of eight pages of advertising and editorial features around which newspapers can build pages and sections on "summer fun." It is designed to stimulate sales of summertime articles made of steel, such as canned soft drinks, housewares, home furnishings, appliances, gardening implements, patio furniture, and toys and sporting goods. Batten, Barton, Durstine & Osborn, Pittsburgh, is the agency.

Larzelere Heads Fact Finders

William W. Larzelere, formerly exec vp, has been named president and board chairman of Fact Finders Associates, New York market research company. Prior to joining the company four years ago, Mr. Larzelere was director of market research for Publicker Industries, Philadelphia, and had also been with Schenley Industries. Charles Emdee, formerly president, will continue with Fact Finders in charge of client relations. Frank Coutant, the former chairman, has retired.

Keystone Camera to Launch Four-Media Push in June

Keystone Camera Co., Boston, will launch a new four-media ad campaign in June. The push will break with large space ads in 45 newspapers in major U.S. cities. A half-page, two-color ad will run in the June 13 issue of *Life*. A spot tv campaign in many major markets will run through June 18.

In addition, ads have been scheduled in *Photo Dealer* and *Popular Photography*. Bresnick Co., Boston, is the agency.

Burroughs Elected President

Larry Burroughs, program director of KPHO, has been elected president of the Phoenix Junior Advertising Club. Other new officers include George Fulton, account executive, Simonton & Co., 1st vp; Dianne Anderson, advertising and publicity assistant, First National Bank of Arizona, 2nd vp; Joe Benites, Minsch List & Letter Service, corresponding secretary, and Mary Angel Morrison, Jennings & Thompson Advertising, treasurer.

Roche Succeeds Hufstader in Top Cadillac Sales Post

James M. Roche, vp of General Motors Corp., Detroit, and general manager of its Cadillac division since 1957, has been named vp in charge of the distribution staff, the top sales position in the corporation. He succeeds William F. Hufstader, who has retired.

Harold G. Werner, who has been works manager of Cadillac, was advanced to general manager.

iTP

A NEW STANDARD FOR MEASURING THE EFFICIENCY OF THE ADVERTISING DOLLAR

The OIL AND GAS JOURNAL

TULSA, OKLAHOMA

WBT... FIRST AS ALWAYS, IN PULSE*

57

First every Monday to Friday period in the Prime 25-county Charlotte Marketing Area

Per cent GREATER

WBT averaged 57 per cent greater share of audience than its nearest competitor in the Monday to Friday ratings. Proof once again that WBT, serving the nation's 24th radio market, is the voice of authority in the Piedmont Carolinas.

*The January, 1960 Pulse

WBT · CHARLOTTE

JEFFERSON STANDARD BROADCASTING COMPANY

50,000 watts

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 48,389

HELP WANTED

MR. COPYWRITER
Interested in the possibility of joining a young, vigorous and fast growing agency in a fine, medium size Ohio city—that in addition to salary would offer possibility for you to profit from earnings and expansion? If answer is yes, send complete resume for immediate and confidential attention to:
Box 3744, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SPACE SALES
Young, aggressive, personable, 28-40, to locate in Kansas City for Chicago publisher. Intangible sales experience helpful. Extensive travel. Car necessary. Substantial draw against commissions. Give experience, personal history, previous earnings. Immediate opportunity with growing company. Address:
Box 3746, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARTIST WITH BRAINS TO FUNCTION as creative art department of growing ad agency in midwest city of 100,000 plus. Layouts; some finish and client contact. Good starting salary with solid future for experienced ambitious individual.
Box 3747, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Unusual opportunity for aggressive man with top notch photographic studio. No photographic experience necessary, but must have good business administrative background and sales personality. Write giving full details, professional and personal. Replies held confidential.
Box 3748, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

OIL INDUSTRY P. R.
Rapidly-expanding world-wide oil company seeks mature writer with magazine and/or metropolitan newspaper editorial experience and understanding of corporate public relations. Some speechwriting. Lifetime career opportunity. Midwest location. Send resume and recent photo with letter offering references and salary range.
Box 3749, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Promotion and Research Manager
Business magazine publisher in Chicago is looking for a practical research and promotion man for a group of magazines serving several industries. Must have training or experience in basic market research, able to write direct mail promotion, make presentations for salesmen, etc. Send complete resume to
Box 3767, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

P. R.—AD WRITER
Looking for young man who can write anything—P.R. stories, ad copy, brochures. Unusual opportunity in the nation's fastest growing field—The Boating Industry. Talent plus ambition are prerequisites. Start $5200. Review in three months.
Adv. Dept. P O. Box 4051, Baltimore 22, Maryland.

PUBLICITY WRITER
Major Chicago ad agency needs versatile male writer for expanding publicity staff. Industrial/automotive background, photo direction experience helpful. Younger man preferred. Proven writing ability essential.
Box 3768, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BARNARD'S
A Specialized Placement Service
ADVERTISING PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write
Miss Barnard Mr. Pollard
WA 2-2306 220 S. State St., Chicago 4

CIRCULATION MANAGER
wanted by established publisher for new quality publication serving horizontal executive market. Willing to pay top dollar plus bonus for producer. (Also opening for assistant). We must ask that your resume be all-inclusive; giving entire work history, present salary. It is important that your resume include detailed reports (type list, cost, percentage return, etc.) on examples of work in which you have had a hand. Write PUBLISHER,
Box 3767, ADVERTISING AGE
200 E. Illinois St. Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago SU 7-2251

SPACE SALES REPRESENTATIVE—Nationwide newspaper advertising representative has opening in Los Angeles office for experienced salesman, under 45, with agency contacts in L.A. and S. F. Must be self-starter. Exceptional opportunity for right man. Send resume indicating salary desired to
Box 3781, ADVERTISING AGE
630 Third Ave., New York 17, New York

MEDIA SALESMAN—INDUSTRIAL FOR NEW ENGLAND
New York Expansion—Long Established Publishers—Under 35. Car Necessary. Modest Starting Salary. Send Full Particulars—Non-returnable photo.
Box 3782, ADVERTISING AGE
630 Third Ave, New York 17, New York

TECHNICAL WRITER in Electronics Field needed by a Southwestern Manufacturer. Air Mail resume'; salary required.
Box 3783, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE
publicity ..... editors
advg. managers ..... copywriters
artists .... media .... production .... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

POSITIONS WANTED

SEASONED PR EXECUTIVE
OFFERS PROFITABLE RESULTS
Box 3719, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AM/AE, 27, heavy print, knows industrial, electronics, construction. Fluent Italian, some Ger. & Fr., interested adv/mktg in Common Market area.
Box 3770, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLIC RELATIONS—PROMOTION DIRECTOR
President of small but profitable Southwest metropolitan area advertising-public relations agency desires return to corporate or agency public relations-promotional field. 32, BA in Journalism, 14 years' experience in aviation, newspaper, radio-TV, Chamber of Commerce, professional sports, automotive and retail sales. Prefer to remain in Southwest, would relocate to California or Florida. Agency's fine financial picture will allow sale in 30 days. Will accept less starting income to return to this field if advancement potential available.
Box 3771, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TOP NOTCH RETOUCHER
Wants position in Los Angeles area. Experienced, reliable, ambitious. Ref, samples on request.
Box 3772, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MEDIA PROMOTION is this copywriter's specialty . . . interprets media values forcefully, logically . . . in terms appreciated by media buyers and/or audiences.
Box 3751, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALES: magazine, trade, newspaper. Resourceful, creative, analytical. Contacts mainly Midwestern general industrial. Experience includes rounded agency practice & trade research.
Box 3774, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MKT-ADV-ECON RESEARCHER
10 yrs exp in all phases. BS, MBA, Chgo
Box 3773, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING ASSISTANT
Seeks opportunity with agency or manufacturer.
Range of experience: Marketing and statistical preparation, print production, sales promotion and devices (package and display) liaison between client/agency and visa-versa, research (media and field interviewing), creative (report writing and some D.M. copy), Sales experience at retail and jobber levels, Traffic and coordination.
Offers: Enthusiastic personality, versatile, who gets things done, 4+ years experience 2½ years Asst. AC/EX (General Agency), 2 yrs Adv. Mkt. Asst. consumer manufacturer; college degree B.S. Marketing + addition courses.
Box 3775, ADVERTISING AGE
630 Third Ave., New York 17, New York

NEED EDITORIAL RIGHT ARM?
Former publisher natl. trade mag. able to offer editorial, production, space & purch. experience to Chi. pub. now needing a sparkplug. Co. must be seeking creative & original person. Sal. open. Age 31.
Box 3776, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACC'T. EXEC.—ADV. MGR. Top contact man who can help build marketing plan client respects & will buy. Unusually strong in mdsg. & sales promotion. Formerly ad mgr. $MM nat'l advertiser. Now L.A. office nat'l 4A agency—will relocate. Age 33. 13 yrs. experience with food, pkg. goods, appliances, consumer durables.
Box 27 R 780, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

REPRESENTATIVES AVAILABLE

PUBLISHERS REPRESENTATIVE—NEW ENGLAND
Experienced representative. Travels all New England. Industrial and Consumer experience. Excellent connections. References. Write:
Box 3762, ADVERTISING AGE
630 Third Ave., New York 17, New York

MANUFACTURER'S AGENT MIDWEST desires lines gifts-stationery-party goods field. Milwaukee showroom. Experienced.
Box 3777, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MIDWEST REPRESENTATIVE
Young (29) aggressive, Chicago based Rep. 5 years experience seeks trade or industrial publication.
Box 3778, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Our 49th Year

COPYWRITERS—male (four) farm chemicals, automotive, industrial, TV prod. exp.	to $10,000
COPYWRITER—girl—general, some TV, med. size agcy.	6-7000
SPACE SALESMAN, food background	15,000
TIME SALESMAN radio experience	Open

MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

BUSINESS OPPORTUNITIES

MERGER FOR MUTUAL PROFIT AND GROWTH
A small, highly creative N.Y. agency with renoun accounts is seeking an agency with a total of at least $500,000 billings to effect a merger. Building formidable team, organizational streamlining and reduction of overhead is the purpose. Write in confidence.
Box 3779, ADVERTISING AGE
630 Third Ave., New York 17, New York

TRADE PUBLICATIONS
$5,000,000 available to buy established profitable properties. Write in confidence. **C. K. Feinberg, Publications Broker, Box 1036, Newark, N. J.**

WANTED DIRECT MAIL CONCERN/AGENCY
Executive will invest potential growth business. Besides capital will provide 15 years experience creative writing, co-op programs, premiums, public relations, customer contact, plus know how that can produce volume orders.
Box 3780, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

BUSINESS CARDS you'll be proud to use—look like engraved—only $3.00 thousand. Rush order.
Kavanagh, 607-AA Knickerbocker, Brooklyn 21, N. Y.

CASE HISTORIES AND TESTIMONIALS Our professional writers and photographers do case histories for top firms and business magazines. National coverage. **NATIONWIDE, 120 W. 45 St., N. Y. CI 5-7810**

HOW TO WRITE LETTERS THAT SELL—compact manual by expert brings you powerful tool with which you can make more money every day. $2.95 ppd. Money back guarantee. Literature free. **Helinger, East Syracuse 1, N. Y.**

COPY CHIEF

Excellent opportunity open for man to supervise copy writers in our Advertising Department which serves our multiple store operation. Duties also include some copywriting. Position requires person with organizational ability and experience in advertising essential.

This is an administrative position offering attractive salary and opportunity for advancement. Free insurance, pension plan, discount on purchases and other liberal benefits.

Please send complete written resume including salary requirements to our Employment Manager.

MILLER & RHOADS
RICHMOND, VIRGINIA

WANTED — ADVERTISING-MERCHANDISING LEADER

Permanent position for imaginative, aggressive advertising-merchandising man who knows it takes work to make muscle. We manufacture advanced products sold nationally through wholesalers to more than 100,000 retailer customers. Present rate of annual sales crowding $20 million. Long-established price-maintenance policy. Discounters not a problem. Using principally radio and powerful direct mail to trade. Well-established excellent agency relationship. Seasoned field sales organization. Stimulating career assured for good man. Good base pay with exceptional bonus and stock-option prospects plus attractive retirement, health, accident, and other insurance. We operate internally, independently of each other, five teams of inventors, designers, and product developmental engineers for wide diversity of products. Liberal inventor and project-director participation provides great incentive. Resultant expanding market potential under large and growing list of U.S. and foreign patents intensifies need for you. Management is merchandising-conscious and appreciative of good promotion. Fully equipped modern offset captive print shop on premises. Location Midwest industrial area near metropolitan facilities. Good schools. Good residential areas. Give in first letter salary expected and name all connections past ten years, with names of immediate superior in each. If qualifications obviously inadequate or references not reasonably clear, please don't bother. Big corporation background not essential. Agency experience no handicap. Exceptional opportunity to grow with a friendly, well-seasoned hard-hitting team. If you can bring with you a creative writer of promotional copy he will be welcome. Box 234, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

GROWING!

We Need Good Men To Grow With Us

CHEMICALS ADVERTISING

A college graduate, under 35 years of age, with a minimum of five years' basic industrial advertising experience. To serve as a staff man responsible for specific chemical product programs under the direction of a supervisor. Will participate in the planning and execution of advertising objectives, budgeting, programming, etc., on a variety of products aimed at many industries.

CONSUMER ADVERTISING

An experienced man under 35 years of age, college graduate, who is familiar with all levels of grocery trade advertising. His functions will involve participation in the market planning of packaged goods products, distributed through food outlets, and the execution of the advertising and promotional program.

PLASTICS ADVERTISING

A college graduate, under 35 years of age, with a minimum of five years' basic industrial advertising experience. To serve as a staff man responsible for specific plastics product programs under the direction of a supervisor. Will participate in the planning and execution of advertising objectives, budgeting, programming, etc., on a variety of products aimed at many industries.

EXHIBITS & VISUAL AIDS

A young college graduate around 25 years old, with no military obligations, to be trained by Dow in all phases of Exhibit and Display work (excluding design). Would travel frequently to Trade Shows and Conventions.

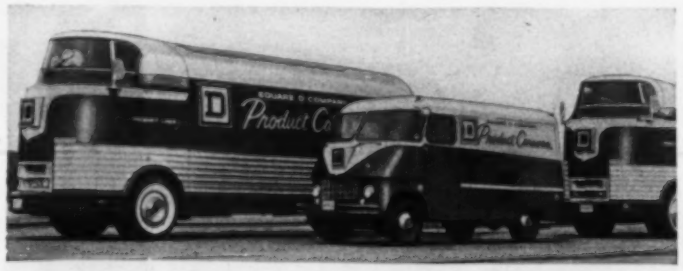
WHY YOU SHOULD CONSIDER DOW

Dow is one of the nation's largest and most diversified chemical companies and offers many challenging opportunities for growth within its Advertising Department. Salary will be commensurate with experience and ability. Paid vacations and the best in fringe benefits. You will enjoy living in Midland, an attractive community with unexcelled recreation facilities in the heart of Michigan's Water Wonderland.

If you meet the above qualifications, please write in confidence, giving complete resume and salary requirements.

Contact: W. D. BOONE, Advertising Department

THE DOW CHEMICAL COMPANY
MIDLAND, MICHIGAN



FOR SALE . . . THIS 3-UNIT DISPLAY COACH PACKAGE

This Product Caravan, consisting of two product liners and a small "hospitality" van, has served our purpose admirably. During the past 18 months it has been on a nationwide tour, exposing Square D products to thousands of contractors, distributors, and industrial plants. All three units are in excellent condition and, with modifications, ready to do another outstanding product promotion job.

The two product liners are 33 feet long, carry self-contained generators for power, exhibit lighting and exterior lighting. Movable wings on the sides of the coaches open hydraulically to expose exhibits and provide spectator ramps. The small coach is equipped to serve light refreshments. We've placed a very moderate price on these vehicles. They're a real buy for the right company.

for details contact:

T. R. OAKES, Treasurer, SQUARE D COMPANY
6060 Rivard Street, Detroit 11, Michigan

SALES MANAGER FOR CHAIN STORE WANTED

This chain of approximately 50 stores, located in the middle west, is looking for a Sales Manager. The man we are looking for will be responsible for sales and gross profits. The man we are looking for will be in the chain store business now. He is probably an assistant sales manager today of a national chain or a regional chain. This man will be, in his new position, one of the key executives. The salary is open. **Post Office Box 388, Chicago, Illinois.**

in a DEADLINE DILEMMA?
Let us be your right arm for that urgent creative job. Specialists in exceptional sales promotion, direct mail and advertising programs. Why not let us show you what we have done in this field?
SCOFIELD PROMOTIONAL SERVICES
Room 1300 79 W. Monroe Chicago 3
50-8-3330 Richard J. Scofield

the copy shop
MU 3-1455
270 madison ny 16
Copywriting Studio Confidential Work
Add our copy experts to your staff—*but not to your payroll*—get a top creative team for a pre-agreed token fee.
Persuasive Communication any kind — any medium

Fine, Fast, Fairly Priced Photography
pics photographers
DEARBORN 2-1082
127 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS
PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

DON HARRIS NEEDS:
AE, foods, major agency. To around 40. Sizeable-account experience $15-17M
COPY, proprietary drugs. Print and broadcast. One who knows all the devices.....$15M
MEDIA DIRECTOR, to middle 30's, major office of a top agency. Heavy in broadcast, some print experience. Contact personality. Rare opportunity for young man with high potential not now the top man .....$12M+
ASSISTANT ADVERTISING MANAGER, grocery products. Pet food experience a plus. Probably 30 to 35.....$10M
PR, big agency, 25-35. Adaptable to variety of assignments. Writing, client contact. Automotive background helpful. Agency experience not required. To $10M
TIME BUYER, to early 30's. 2 to 4 years experience. Chance to develop in print buying also. Big agency.....$8M
MONARCH PERSONNEL
Advertising & Marketing Division
DON HARRIS, DIRECTOR
28 E. Jackson, Chicago, WA 2-9400

CAN YOU SELL ADVERTISING?
Top industry magazine needs regional manager Cleveland or Detroit. Territory not covered now. Successful sales record required. $9-$10,000 plus commissions. Send resumes, in complete confidence, to
Box 231, Advertising Age,
630 Third Ave., New York 17, N.Y.

ADVERTISING & SALES PROMOTION EXECUTIVE SEEKS GROWTH OPPORTUNITY
Creative administrator gets things done fast and efficiently. Strong on copy that sells merchandise . . . ignites salesmen. Presently Advertising Manager for leading company in its field. Works well with agency and management group. Successful consumer goods background with both agency and manufacturer. Solid experience in marketing, selling, merchandising, research, direct mail, publicity. Interested in returning permanently to N.Y.C. or North N.J. area. Age 32. Family. SEND FOR RESUME. Box 229, Advertising Age, 630 Third Avenue, New York 17, N. Y.

If you've got it—
YOU CAN KEEP IT.
If you have billings of $100,000 or over, we offer a unique proposition. We need someone to service our accounts. Most are small infrequent advertisers. On the one big account we have (over $100,000) all the work comes in a few months in the fall. Then you're through. We are a solidly established (25 years) New York recognized agency with 10 employees. We have ample space for you. Depending on the amount of your billings, you can practically write your own ticket on a salary plus arrangement. Shall we talk it over? Box 236, Advertising Age, 630 Third Avenue, New York 17, New York.

AGENCY WANTED
for
$237,000.00 ACCOUNT
by established publisher for new, quality publication serving the horizontal executive market. REQUIREMENTS: Please indicate your ability and experience to handle the following by submitting *detailed* examples of previous work with *facts* and *figures*: (1) $125,000.00 Direct-Mail Subscription solicitation budget. (2) $50,000.00 commissionable media Subscription budget. (3) $50,000.00 commissionable media Advertising budget. (4) $12,000.00 Public Relations budget. All detailed presentations will be acknowleged and returned if desired within 30 days. Write CHAIRMAN, Box 237, Advertising Age, 200 E. Illinois Street, Chicago, Illinois.

INTERNATIONAL ADVERTISING
Expanding foreign operations creates need for young man with 2-3 years product advertising experience directed at overseas markets. Require United States citizen with fluency in Spanish. Assignment in Lancaster, Pennsylvania. Minimum of foreign travel.
Write to:
W. J. VAN PELT
Armstrong CORK COMPANY
Lancaster, Pennsylvania

Adv. Reps. wanted for leading national real estate monthly. Most cities, states open. Page rate $600. Write Publisher, NATIONAL REAL ESTATE INVESTOR, 43 W. 61st St., N.Y. 23, N.Y.

DO YOU NEED
Copywriters, Ad Managers, Production People, Artists? WE HAVE THEM! Check with
MARAMAC PERSONNEL
5 No. Wabash, Chicago 2
RA 6-3838

ACCOUNT EXECUTIVE
Mid-west advertising agency has an immediate opening for an account executive with air line experience. He must be creative in his thinking and analytical in his judgment. We prefer a man with some agency experience, married, 30-45 years of age. Salary is open to the right man and we offer many company benefits. Send resume and recent small photo along with salary desired to Box 235, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

LONDON CONTACT
I expect to locate in the London area for about a year beginning Aug. 15. I've had 30 years experience in the Agency business, 20 with my own 3-million dollar agency. Can I be of service to you either in England or the Continent? Box 233, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

ATTENTION
CHICAGO EMPLOYERS!
Well screened qualified men *NOW* available
Ad and Asst. Ad Managers
Acct. Execs.—Jr. & Sr.
Art Directors
Magazine Space Salesmen
Magazine Production Men
Copy Writers
Phone **FRED JOHNSON**
DOROTHY DOCKSTADER
Employment Consultants
64 E. Lake St. RA 6-6167

Agencies . . Ad Managers . . Art Studios:

GOT A **HOT** JOB
THAT NEEDS COPYWRITING?
Douse the fire quickly, expertly, with part-time advertising aid!
Call **HOLDEN**
NA 2-6755 (Chicago)

YOUNG ACCOUNT EXECUTIVE WITH INDUSTRIAL COPY-CONTACT EXPERIENCE
To handle copy-contact on interesting industrial account with well-established 4A Chicago agency . . . with immediate opportunities in consumer goods account management. Please state details of experience and salary requirements.
Send resume to Box 240, Advertising Age, 200 E. Illinois St., Chicago, Illinois.

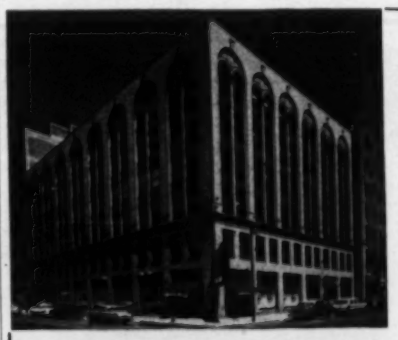
ADVERTISING AGENCY OPPORTUNITY
Opening in old, established Ohio industrial agency for young man to contact clients, plan and write. Right man may at present be an advertising assistant or a competent account executive in some agency. Detail background and qualifications. Our staff knows of this opening. Box 228, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Two Media Opportunities!
MEDIA SUPERVISOR
4-A Chicago agency seeks experienced young man who is reaching for a 5-figure salary and a job with unusual opportunity for growth and development.
TIMEBUYER
Male or female with at least 2 yrs. experience.
Send resume to Box 238, Advertising Age, 200 E. Illinois St., Chicago, Illinois.

ARTIST
Large pharmaceutical manufacturer located in Philadelphia desires creative illustrator for art lay-outs in color TV. Experience in visual aids, posters, brochures and slides, and medical art helpful. Occasional travel. Liberal benefit program. Send complete resume including salary requirement.
Box 232, Advertising Age,
630 Third Ave., New York 17, N.Y.

COPYWRITER
We're the fast-growing Midwest division of a large national agency, and need a first-rate writer with durable goods experience. He must be able to write national, trade and retail advertising and collateral material with the same effectiveness and enthusiasm. We offer good salary and future, fine people to work with, many benefits, modern air-conditioned Michigan Avenue offices. If you're our man, contact us right away. Naturally, your inquiry will be held in strictest confidence. Box 239, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

ASSISTANT MANAGER
Advertising & PR
Opportunity for well rounded technical man who understands marketing and sales and is interested in applying his training to these activities. We are looking for a young aggressive man, preferably an engineer, who has had advertising and public relations experience of a responsible nature. Some experience in this field essential. Technical sales or other marketing experience will be considered as equivalent. Applicants will be evaluated in terms of ability and potential to become manager.
Send complete resume in confidence, including salary requirements, to
Box 230, Advertising Age,
630 Third Avenue, New York 17, New York


Exceptional Office Space in Chicago!

Sq. Ft.	Floor	Avail. Date
12,855	2nd	Sept. 1
12,855*	3rd	Oct. 1
3,100	5th	Now
640	5th	Now

*will divide

100 E. OHIO ST.—*IN THE HEART OF THE NORTH MICHIGAN AVE. DISTRICT*
Air Conditioned . . . . Fluorescent Lighting
- All space daylighted
- Numerous private offices
- New automatic elevators
- Asphalt tile floor
- Acoustical ceilings
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Ads Picture Hard Work as Vulgar, SMU's Tate Charges

BUFFALO, May 31—The president of Southern Methodist University has criticized advertising's emphasis on the easy way of doing things.

Dr. Willis M. Tate, Dallas, told the annual meeting of the National Council of YMCAs of the U. S. that such conditioning is indoctrinating people with the idea that hard work is something vulgar which nice folks manage to avoid. "The zenith of success portrayed in our advertisements," he declared last week, "is a man without worries who is reclining in a soft chair, and a beautiful girl handing him a bottle of something."

■ The happiest people, said Dr. Tate, are those who work the hardest. "Happiness does not come from being relieved of all responsibility. Only misery, boredom, and mediocrity come from that sort of life."

Too many ads, the educator warned, urge people to do as little hard work as possible—to get away from it, to have fun. Such ads, he claimed, are a severe indictment of the American culture. #

Canadian Daily Council Sets $6,000,000 Drive

A $6,000,000 advertising campaign to tickle Canadian appetites for dairy products has been set by the National Dairy Council, Montreal. The drive was announced after the government launched "June Is Dairy Month in Canada." Dairy manufacturers face a "growing flood of milk from increasingly efficient cows" and processors are going all out in their attempt to promote milk, butter and cheeses, A. E. Lewis, president of the council, said. The drive will in large measure seek to bolster butter sales, down 5,000,000 lbs. during the first four months this year.

Newspapers, magazines, radio and tv will be used. Cockfield, Brown & Co. and Reynolds Advertising handle the council's account.

236 Companies Spend $50,000 or More in TV IDs: TvB

A total of 236 companies spent $50,000 or more last year in television spot IDs, according to the Television Bureau of Advertising. The TvB study showed that $64,512,000 was spent in IDs last year, which amounts to 10.7% of the total national and regional spot tv expenditures of $605,603,000. In 1958, $56,825,000 was invested in IDs, including 189 companies spending $50,000 or more.

Australia Agencies Merge

Hugh Berry Co. Pty. Ltd., Sydney, and Hawkins Advertising Pty. Ltd. have amalgamated to form Berry, Currie, Hawkins Pty. Ltd., with offices in Sydney, Melbourne, Brisbane and Adelaide. Hugh Berry will be chairman of the new agency, and Bill Currie and Erick Hawkins will be joint managing directors.

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FTC Issues Guides on Promotion Allowances

(Continued from Page 1)

fying that they do not constitute a basis for settling any existing case, Commissioner William C. Kern officially registered a protest against releasing them. He said he questioned "the wisdom or soundness" of the issuance of guides in this area of FTC responsibility.

■ The guides released today are in a 10-page booklet, which also includes the full text of the Robinson-Patman Act.

An introduction explains: "These guides can be of great value to business men who want to avoid violating the laws against giving or receiving improper promotional allowances, including advertising or special services, for promoting products. The guides will make possible a better understanding of the obligations of sellers and their customers in joint promotional activities.

■ "The commission's job is to obtain compliance with these laws. It has a duty to move against violators. However, as an administrative agency, the commission believes the more knowledge business men have with respect to the laws enforced by the commission, the more likelihood there is that compliance with the laws will be obtained.

"For the commission to do its job properly and for business to stay out of legal trouble requires that every effort be made to give individual business men a better understanding of these laws. This, of course, does not mean that a business man must become a legal expert, but it will help him—and the commission's law enforcement efforts—if he has a good general knowledge of what he can and cannot do in the field of promotional allowances.

"If a business man knows what the legal pitfalls are, he can steer his business policies to avoid them. Furthermore, such knowledge is most useful in determining when competitors are trying to use illegal methods. In other words, it pays for a business man to know what his rights are, as well as his obligations."

The guides mention four things which FTC is not attempting to do:

1. The guides are not meant to cover every situation.
2. They are not meant to tell how to skirt legality. ("Clever people can undoubtedly devise practices not mentioned in the guides," it says, "but they may still violate the law.")
3. They are not a substitute for sound legal advice.
4. They do not offer either new interpretations of law, or change or amend laws as determined by the commission or the courts.

The guides cover Sections 2(d) and 2(e) of the Robinson-Patman Act, which define obligations of those who pay the buyer for promotional services, or furnish them. It also touches on Sections 2(a) and 2(f), covering obligations of the buyer who obtains promotional allowances.

In brisk paragraphs the guides deal with such questions as: Who is a seller? Who is a customer? What is interstate commerce? and what are services or facilities? Then it turns to detailed discussions of the pitfalls that have troubled business men in handling promotional allowances in the past.

■ **Need for a Plan:** If a seller makes payments or furnishes services that come under the act, it says, he must do it under a plan that meets several requirements. While the plan need not be written, the guides say this may be advisable, particularly if there are many competing customers to be considered, or if the plan is at all complex.

It explains: "Briefly, the requirements are:

• "(a) The payments or services under the plan must be available on a proportionately equal basis to all competing customers.

• "(b) The seller must take some action to inform all of his customers who compete with any participating customer that the promotion is available.

• "(c) The plan must either allow all types of competing customers to participate or provide some other means of participation for those who cannot use the basic plan.

• "(d) The seller and customer must have a clear understanding about the exact terms of the offer and the conditions upon which payments will be made for services and facilities furnished.

• "(e) The seller must take reasonable precautions to see that the services are actually furnished, and also that he is not overpaying for them."

■ Each of these five factors is subsequently discussed in detail:

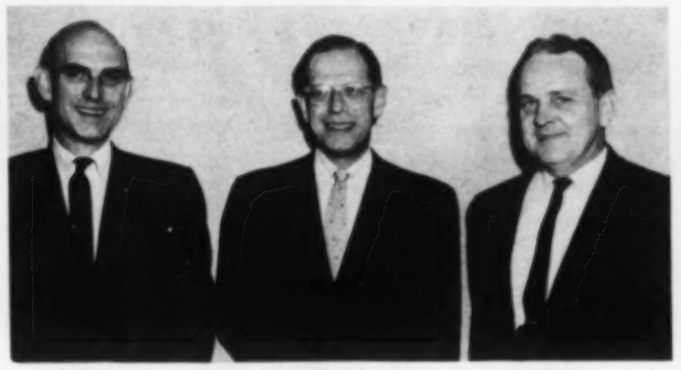
• **Proportionately equal terms:** This means payment or services must be proportionalized on some basis that is fair to all customers who compete, the guides say.

"No single way to proportionalize is prescribed by law. Any method that treats competing customers on proportionately equal terms may be used. Generally, this can best be done by basing the payments made or the services furnished on the dollar volume or on the quantity of goods purchased during a specified time."

Four examples were given to illustrate "proportionately equal terms":

"A seller may properly offer to pay a specified part (say 50%) of the cost of local newspaper advertising up to an amount equal to a set percentage (such as 5%) of the dollar volume of purchases during a specified time.

"A seller may properly place in reserve a specified amount of money for each unit purchased, and use it to reimburse customers for newspaper advertising when they prove they have advertised.



Dickson Wessel Stark

NEW OFFICERS—*Richard H. Dickson Jr., president, Indiana Wire & Specialty Co., Indianapolis, is new president of the Point-of-Purchase Advertising Institute, and O. H. (Bob) Stark, vp and sales manager, Snyder & Black & Schlegel, White Plains, N.Y., is the new chairman of the board. Stanley L. Wessel, president, Stanley Wessel & Co., Chicago, is the outgoing board chairman.*

"A seller may not select more than one or a few customers to receive special allowances to promote his product, because of their special reputation, without making those allowances available on proportionately equal terms to other customers who compete with them.

"A seller's plan may *not* provide an allowance on a basis that has rates graduated with the amount of goods purchased, as, for instance, 1% of the first $1,000 purchases per month, 2% of second $1,000 per month, and 3% of all over that."

• **Seller's duty to inform:** The seller is expected to take some action to inform all his customers competing with any participating customer that the plan is available, FTC said. He can do this by any means he chooses, including letter, telegram, notice on invoices, salesmen, brokers etc. However, if a seller wants to be able to show later that he did make an offer to a certain customer, he is in a better position to do so if he made it in writing.

• **Covering all competing customers:** The plan must not be tailored to satisfy needs of a favored customer or class, but must be suitable and usable under reasonable terms by all competing customers, the guides stress.

"This may require offering all customers more than one way to participate in the plan. The seller cannot either expressly or by the way the plan operates, eliminate some competing customers. Where the seller has alternative promotional plans, his customers must be given the opportunity to choose among the plans."

Four examples are given to explain "coverage":

1. S offers a plan for cooperative advertising on radio, tv or in the newspaper. Some customers who compete with those who receive the allowance are too small to use the offer. He must offer them some usable and promotional alternative, such as advertising in a neighborhood paper, handbills, etc.

2. This seller provides demonstrators for large department stores. He must provide usable substitutes for customers who run other types of stores and compete with the department stores, but can't use demonstrators. The alternatives might be services of equivalent value that the competing customers could use, or payments of like value for advertising or displays furnished by the customers.

3. A seller of appliances makes his plan available only to those customers purchasing a minimum number—such as eight—of his appliances in a single order or a stated period. If this requirement is beyond the reach of some customers competing with those participating in the promotion, it may be illegal.

4. "A seller should not refuse advertising allowances to those who advertise the seller's products at prices below a given figure, where this may be a means of fixing prices illegally."

• **Need to understand terms:** "There should be a clear understanding between the seller and each participating customer as to the exact terms of the offer and the conditions upon which payments will be made for services or facilities furnished."

• **Checking customer's use of payments:** Under this heading, the guides warn: "The seller must take reasonable precautions to see that the services he is paying for are furnished and also that he is not overpaying for them. Furthermore, the customer must expend the value received in full solely for the purpose for which the allowances were given.

"If the seller knows or should know that what he pays or furnishes is not being properly used, the payments or services must be discontinued," FTC says. "It should be noted that payments by the seller where the customer performs no service may result in legal action against the seller under Section 2(a) and against the customer under Section 2(f). Likewise a seller may not properly pay, nor may a customer properly receive and retain, any amount in excess of that actually used by the customer to perform the service."

■ In addition, the commission spelled out the following important points:

• **Competing customer:** Sellers are required to make the plan available only to those who compete in distributing the promoted product with customers already participating in the plan. "Therefore," the guides say, "the seller can limit the area of his promotion to that in which participating customers sell."

Example: Manufacturer A, located in Wisconsin and distributing shoes nationally, sells shoes to three Roanoke, Va., retailers. He has no other customers in this vicinity. If he offers the plan to one Roanoke retailer, he must include all three, but can limit it to them.

Example: Manufacturer A distributes his product nationally. He can lawfully conduct a program in New England, without making it available to customers in the remainder of the country who do not compete with New England customers. He must exercise care, however, not to exclude customers located in fringe areas, outside New England, who may actually compete with New England participants.

• **Indirect payments:** Payments through third persons, such as agents and brokers are illegal. Example: A seller may not buy advertising time from a radio station that is furnishing free time to certain favored customers of the sell-

1 **GENUINE GLOSSY PHOTOS**
Made in Quantity Promptly! All that is needed is your negative or photograph
Delivery Information; Immediate

Quantity	5 x 7	8 x 10
50	$ 4.50	$ 6.00
100	8.00	9.50
500	30.00	42.50
1000	55.00	75.00

2 **LITHO-MATIC PRINTS**
High fidelity lithographed prints carefully reproduced. Great buy for large volume users. Inexpensive handling, mailing, etc. Can be folded.
Delivery: 7 working days

	Quantity	Price
Size 8½ x 11 or Size 8 x 10 70 lb. and 60 lb. Per subject run	500	$12.00
	2000	28.00
	5000	58.00

3 **COLOR POST CARDS**
Four-color natural process cards in all sizes. Outstanding color fidelity proofs free after order is placed.
Delivery: 6-8 weeks

Quantity	Per M	Total
6,500	$18.50	$120.25
12,500	13.50	168.75
25,000	10.95	273.75

4 **35 MM COLOR SLIDES**
Brilliant, true to color, uniformly excellent from 1 to 1000. Choice of ready mount (paper) or leica mount (glass & metal)
Delivery: 10 working days

	Ready Mount	Leica Mount
First copy	$ .70	$ .95
Additional	.27	.60
Duplicates	.25	.59
$12.50 MIN.	.24	.56
	.21	.53

5 **EKTACOLOR (TYPE C) PRINTS**
from Ektacolor or Kodacolor negative. Quality prints from 4x5 to 11x14, under most critical lab. controls.
Delivery: 10 working days

Quantity	4 x 5	8 x 10
1 print	$3.50	$7.50
3 prints	1.85 ea.	4.25 ea.
12 prints	1.00 ea.	2.80 ea.
50 prints	.75 ea.	1.90 ea.
100 prints	.55 ea.	1.65 ea.

6 **DUPLICATE TRANSPARENCIES**
Starting at 2¼ x 3¼. Quantity controlled to retain original snap & detail.
Delivery: 10 working days

Sizes	Price (Any Quantity)	
2¼" x 3¼"	$2.10 ea.	
3¼" x 4¼"	2.50 ea.	$12.50 MIN.
4" x 5"	3.00 ea.	

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er because the customers run an in-store promotion of the seller's goods.

• **Meeting competition in good faith:** This can be a defense, in Section 2(e) cases—where the seller furnishes the services himself, but FTC has held it is not a defense in 2(d) cases—where the seller discriminates in paying buyers for performing a service.

• **Cost justification:** It is no defense to show that the discriminatory payment resulted in savings in the cost of manufacture, sale or delivery.

• **Customer liability:** A customer who knows or has reason to know that he is receiving payments or services granted in violation of Section 2(d) or 2(e) may be charged with unfair competition under Section 5 of the FTC Act.

Example: Buyer A solicits his suppliers to purchase advertising in connection with an anniversary sale or new store opening, knowing or having reason to believe that such payments are not made under the seller's regular cooperative advertising program and that they are not offered to competing customers.

■ Copies of the guides are available on request from Office of Information, Federal Trade Commission, Washington 25, D.C. #

Praise Colleagues, Erase Self-Doubt, Treyz Tells Industry

NEW YORK, May 31—Oliver Treyz, president of ABC-TV, urged people in the tv industry to be proud of their success and help protect the industry from self-doubt by praising the good work of their colleagues.

"It is curious that outsiders attempt to impose a gnawing self-doubt upon us at a time when television is more successful than ever" in terms of reaching viewers and selling advertisers, Mr. Treyz told the New York chapter of the Academy of Television Arts & Sciences.

Mr. Treyz pointed out that some "newspaper tv critics have even left the boundaries of their columns and taken to the hustings to lecture for pay on what they claim are the evils of the tv industry, which in their view is run by a handful of box-office hucksters who profiteer through pandering to the lowest common denominator of what they like to call the 12-year-old mass mentality."

■ Mr. Treyz made this brief comment on the Federal Communications Commission's plans for setting up a new division for more systematic policing of programming:

"And now, a new and unknown vector has been proposed—the federal investigator from a new FCC 'watchdog' division of complaints and compliances, who will actually monitor the program, quoting from the recent official announcement, to 'stimulate... policies and practices more closely related to the public interest,' and 'to raise the general level of broadcasting service.'

"Without commenting on the true need for such monitoring or proctoring to protect those of us whom Chairman [Frederick] Ford of the FCC calls responsible broadcasters from what he calls the fly-by-nights who, he believes, have crept in, we must recognize the basic fact that no surveillance or monitoring of programs can create better scripts, improve performances or make superior shows in either the entertainment or informational fields. You simply cannot legislate or enforce excellence in the creative field," Mr. Treyz said. #

YOUR AD HERE—*Volkswagen, promoting its panel trucks, points up the vehicle's use as a carrier of company advertising in this four-color spread appearing in the May Nation's Business and June 6 U.S. News & World Report. Fuller & Smith & Ross is the agency.*

Richly-Wrought Rhetoric Won't Sell Yeasty, Larky Teen Tycoons, Miss Fitz-Gibbon Warns

NEW YORK, June 3—Bernice Fitz-Gibbon, who thinks the dimply, pimply, teen-age market is simply great, showed up at *Seventeen's* annual back-to-school fashion show today to urge her audience of 1,200 department store executives to splurge their ad dollars on "those yeasty, larky, teen tycoons."

Expanding on a speech she made before a similar audience last year (AA, June 8, 1959) Miss Fitz-Gibbon—onetime ad manager for Gimbel's and now an ad and merchandising consultant—told the department store people that the "most important thing about teens is their teen-ness."

Last year she suggested that the stores eschew "mommy-and-daddy money," which she said was too "tight," and go after teen-age dollars, which she described as "all lovely and loose and jingly."

■ At today's session, Miss Fitz-Gibbon continued on the same theme: "Teen agers travel in droves, packs, swarms," she said. "They live, love, swoon, croon, moon, sit, flit, gad about, go mad about, get sad about, speak, shriek, sigh, cry, cross their hearts and hope to die together.

"They follow the leader, come Beelzebub or high water. To the anxious psychologist, these group-minded, togetherness-smitten teen-agers are a flock of sheep. Tc the librarian they're a gaggle of geese. To the cook they're a scourge of locusts. But to you buyers they're a big, beautiful exaltation of larks.

"You don't have to go out and catch them the hard way," she continued. "You don't have to sprinkle salt on each individual little tail. You can catch thousands of birds with one douse of salt—one well-thought-out fall advertising promotion."

■ To drum up enough dollars for teen-age promotion, Miss Fitz-Gibbon urged the department store executives to concentrate store budgets in the teen department. "A teen ager is in a passion of acquisition. She wants as much as she can lay her hands on, or fill her room with, or stockpile her hope chest with. She's a squirrel stowing away for the future. She's like the robin that eats three times its weight every day. She's the *noveazau riche* —she's just arrived and she's got to have everything. It won't be long before she'll be marrying—she's got the urge to merge, and the urge to merge brings the urge to splurge."

To capture the teen-age treasure, Miss Fitz-Gibbon listed some benchmarks for department store advertising:

"Remember that advertising will sell anything that will sell without advertising. Don't send good money after bad trying to move dogs.

"Remember that your ads should have staying power. When a reader leaves an ad and the ad leaves her, it wasn't a good ad.

"Remember that the soul of an ad is a large believeable promise. Don't brag about how good your goods are. Tell what your goods will do for your customer.

"Remember to latch on, if possible, to the best writer in the ad department. Good writing is simple and forthright and direct. Richly wrought rhetoric or pompous polysyllablic words are out of date." #

Scott Adds One; Boosts Laufman, Strong, Meyers

R. Jack Scott Inc., Chicago, has been appointed to handle advertising for Plochman & Harrison, Chicago, manufacturer of Premium mustard. The company formerly was a direct advertiser. A campaign using newspapers, tv, radio and point of sale in selected markets is being planned.

R. Jack Scott has named Herbert S. Laufman exec vp and Hiram Strong and Albert J. Meyers vps. Mr. Laufman formerly was vp and director of the tv and radio division, which he will continue to direct. Mr. Strong and Mr. Meyers were account executives.

Hilton to Issue Own Magazine

Publication of "Carte Blanche," a new quarterly magazine primarily designed for guests of Hilton Hotels, has been announced by Hilton Hotels Corp. and Hilton Hotels Credit Corp., operators of the Carte Blanche credit card system. With an initial circulation of 200,000, the publication will be distributed to guests of the hotel chain beginning with its fall issue on Oct. 20. Frank Hiteshew, Hilton Carte Blanche, 8544 Sunset Blvd., Los Angeles, is editor and publisher.

'World Wood' to Bow

A new publication, *World Wood*, published by Miller Freeman Publications, Portland, Ore., will be launched Aug. 25. The magazine will cover news of world markets outside the U.S. in logging, forestry, lumber manufacture and related fields. Rates will be based on $300 a b&w page, and a circulation of 8,000.

Minco Joins 'L.A. Times'

Robert E. Minco, formerly advertising manager of the fresh milk and ice cream division of Carnation Co., Los Angeles, has been appointed display advertising promotion manager of the *Los Angeles Times*.

Realism Without Blood . . .

Hard Work at Crossroads Needed in Art for Liberty Mutual Accident Ads

BOSTON, May 31—How does Liberty Mutual Insurance Co. get its "accident" pictures to illustrate its ads for car insurance? The agency, Batten, Barton, Durstine & Osborn, says the answer is "hard work at the crossroads."

Each ad is a re-enactment of an actual accident involving a Liberty Mutual policyholder. An ad is born when a Liberty Mutual policyholder writes the company to thank and commend the company for its quick help in a recent accident. The letter provides excellent ready-made copy for the ad. For the illustration, the company then photographs a re-enactment of the actual accident—this time without sound effects.

■ Since you can't just walk into a dealer's showroom and buy a smashed-up, late-model car with the proper damages to stand in for the original villain, a search of auto graveyards usually must be made. Nepa-Nuss Studio, New York, handles the photography. They know garage owners and auto graveyard dealers who will rent out damaged cars and who have the tow trucks to move the cars to the scene of the "accident" and back again.

Frequently, the problem is doubled when the car with just the right degree and kind of damage belongs to someone who wants the car repaired and back in a hurry. The problem is tripled when the accident calls for unusual specific damage. One time, it took three weeks to find a car with a big dent on the driver's side. (And meanwhile the advertising deadline marched on.)

■ And after a properly damaged car is located, a considerable cast of characters has to be lined up also. For example, one recent ad called "$100,000 crack-up" called for a sergeant and two patrolmen, an ambulance driver and two attendants, a schoolbus driver and a busload of children plus the Liberty policyholder. Also needed was a smashed-up car, a school bus and an ambulance, as well as a town sophisticated enough to allow the company to set up an accident that, once it's staged, will create just as much fuss and furor as the real thing among passing motorists.

NIGHTMARE—*Photographing this accident wasn't as dangerous as it looks. Would the car tip upright on the man? Not with the timber (retouched out) to hold it back. Would the door close on the model and child? Not with a rope snubbing it (also removed).*

The company's prime consideration for assembling all people and props is setting up the scene so that good true-to-life photographs can be taken in a relatively short time of 20 to 30 minutes.

■ For "$100,000 crack-up," 36 different exposures were speedily clicked off from all angles and distances while instructions were shouted over a power megaphone and various attitudes and expressions were struck and unstruck by the models.

Then everyone picked up and left and once again the scene was a quiet country road. What came of this? One usable photograph. And it couldn't be used until a retouch artist had altered it so that

GEYSER—*To re-enact this accident, a spare hydrant was borrowed from the water department. The car was parked alongside the real hydrant and a short length of hose pointed up under the hood where the borrowed hydrant was tied at an angle.*

no license plate showed and so that no automobile manufacturer could positively identify it as his. Fender flare, chrome edging or grille all have to be subtly altered so that, while it cannot be spotted as a "name" brand, the car still looks like a standard automobile.

■ The company believes that the ads, beyond advertising Liberty Mutual, also tell a very strong highway safety story. The campaign runs in *Time* and *The Saturday Evening Post*. According to independent surveys, the company reports, during the past year, on a reader-per-dollar basis, every ad that Liberty ran ranked among the ten best-read ads in the issue in which it appeared.

Reader reaction to the photography generally seems to be, "Oh, what a terrible accident! How did the photographer ever get there so soon."

Only occasional letters are received concerning the photos. A recent letter from Culangatta, Queensland, Australia, requested information and advice about proper ambulance and rescue squad equipment. Another recent letter was from a young "hot-rodder" who, after seeing a Liberty Mutual ad, said he couldn't sleep because he was unable to identify the car model in the illustration. #

L. A. Adclub Elects Reagan

J. Neil Reagan, McCann-Erickson, has been elected president, Advertising Club of Los Angeles. Other officers elected are Robert L. Hicks, Business Extension Bureau, 1st vp; Fred Olsen, Hixson & Jorgensen, 2nd vp; John S. Spaulding, Southern California Gas Co., treasurer, and Skip B. Carter, Mitchell Travel Service, secretary.

McCann Cites Equal Treatment Rule; Asks Radio Cut Rate Given Stri-Dex

(Continued from Page 2)

"We are following the Four A's contract, and we feel we must," he pointed out.

Mr. Paton said the agency had been going through all its current spot radio schedules on a station-by-station basis to determine which clients have comparable schedules, and to see how the rates on those schedules compare. If some clients are paying lower rates than others, comparable rates are being asked for the others, it was explained.

The McCann executive did not mention any advertiser by name, but representatives said McCann has been calling reps to point out the disparity between the rates charged Stri-Dex and Esso by some stations, and to ask for the lower price for Esso.

■ The catalyst in the latest flare-up on the never-quiet radio rate front was Stri-Dex, a new Lehn & Fink product designed to treat skin blemishes of teen agers.

To make its money go as far as possible on a spot radio schedule, Lehn & Fink some time ago hired Steve Pliss, a radio consultant with previous experience at bargain buying in the medium, and sent him out on the road to clear time in the best disc jockey shows available. This sizable schedule will run in about 100 major markets.

Stations and reps charged Lehn & Fink with trying to "chisel" on this schedule, by playing one station against the other and bargaining for special rates. When McCann was queried about Mr. Pliss last month, an agency executive emphasized that he was an employe of the client, not the agency. Sources within the agency said he had been hired without the agency's knowledge.

■ Many stations held out for and got their card rates, they insist. Whether all the business lined up by Mr. Pliss will go through McCann was never made clear by the agency or the client.

Some industry observers think this whole Stri-Dex rate hassle has been an unpleasant experience for McCann, but the agency has not had anything to say about that. Certainly the agency has shown no signs of the kind of displeasure that would make it want to cross swords with a client that has several products in the shop. One McCann man pointed out that it makes good business sense for any advertiser to buy as efficiently as he can at all times.

McCann's invoking of the "favored nation" clause of its contracts brought mixed response from the representatives. Some companies saw it as an affirmative move that may cramp the style of the "get-it-for-you-cheaper" road operators and the rate-cutting stations. They hope it will start an industry trend that will help to stabilize prices and thereby make life simpler for the reps and stations which are trying to hold the line.

■ One rep thought the McCann move might force Stri-Dex to move up to a legitimate rate; he said stations could cancel with two weeks' notice if Stri-Dex refused to pay card rates. Some reps thought the bargain rate stations had a choice of (1) canceling Stri-Dex; (2) raising the price of Stri-Dex buys or (3) rebating to Esso.

Still others interpreted the invoked clause to mean that Esso, and other clients for which equal treatment might be requested, would be entitled to the rate charged Lehn & Fink for the lifetime of their contracts, even if the cut-rate Stri-Dex business were bounced from their schedules.

Everybody was waiting to see if this is just another minor flurry in the age-old broadcasting rate controversy, or if it's the start of an industry move to make the equal treatment clause in radio contracts something more than a combination of black letters and white spaces.

Agencies, Too, Err in Seeking Cut-Rate Radio, Reps Assert

NEW YORK, June 2—The media director of one of the country's biggest advertising agencies this week reminded station representatives that the policy of his agency is to assure clients in any product type that they were getting as good, if not better, advertising buys than their competitors.

This is a paraphase of what Leslie D. Farnath, media vp of N. W. Ayer & Son, reportedly had to say yesterday during a brief talk with reps about the broadcast industry's rate problems.

Mr. Farnath is a longtime crusader for a single rate card applied to anybody and everybody—except the retail merchant with a limited trading area. In 1958 he made a survey of radio and tv stations to determine which had national and local rates and the definitions for qualifying for each category (AA, July 28, '58).

■ Mr. Farnath would not tell ADVERTISING AGE what he said to reps at the luncheon meeting he staged here yesterday. He would say only that it was a "worth while exchange" on the need for "more uniform rates" in broadcasting. He said the purpose was to suggest to reps, and through them to their stations, the need for review of the industry's rate structure and selling methods.

■ This report on Mr. Farnath's brief statement, which will be forwarded to stations later by reps, is based on accounts provided by representatives themselves. It is therefore more a summation of the impressions that some of the reps came home with than an account of precisely what the Ayer executive said.

• It is clear that Ayer, like a lot of other agencies, is tired of being uncertain if it is getting the best rates for its clients. There was a passing reference to the McCann-Erickson and Lehn & Fink situation, where the client hired a radio consultant to buy at a better price than McCann had been getting (*see story in adjoining column*).

• It was pointed out that Armour & Co. can qualify for local rates in certain markets but not in others. Mr. Farnath left the impression that he considered it an unfair practice for Armour to have to pay a higher rate than a local meat packing competitor.

(In December, 1958, Kenneth L. Skillin, advertising director of Armour, told a newspaper meeting in Chicago that Armour was getting some of its food advertising at local instead of national rates, with the ads being placed by regional offices. He said that Armour paid the 15% commission directly to Ayer on such locally placed, non-commissionable advertising. He said the company had been buying radio and tv spots and newspaper space at local rates for some time [AA, Dec. 15, '58].)

• He complained that there are sometimes many different prices quoted on a single schedule—with one figure being quoted to the agency time buyer by the rep and others—frequently lower, and sometimes as much as 50% lower—quoted by the station to such people as the account executive, the client representative, the local salesman, or the radio consultant.

• While the agency is reluctant to take an extreme position in this matter, Mr. Farnath warned the reps that (1) the agency will get the best deal possible for its clients and (2) it will bypass reps and negotiate directly at the local level if necessary. There was no specific reference to the "favored nation" clause in the Four A's spot radio and tv contracts. Ayer is not a member of the Four A's.

• Mr. Farnath again pitched for (1) a single rate as the best solution to the problem; (2) clearer definitions as to who best qualifies for which rate in the case of dual rates, and (3) a close adherence to those definitions once they are set up.

■ Most of the reps praised Mr. Farnath for his efforts to bring the problem to a head. A statement by Lloyd Venard, president of Venard, Rintoul & McConnell, was typical:

"This goes to the heart of a problem that representatives and stations have faced, together with the major agencies, for a long time," Mr. Venard said. He was hopeful that spotlighting the dilemma would help bring about a solution.

■ Like many others, Edward P. Shurick, exec vp of Blair-TV, praised Ayer for the way it has approached this matter, but he also pointed out that some agencies have helped to create this problem in tv—and especially in radio.

Mr. Shurick said agencies go out on the road deliberately to cut rates, and thereby tear down rates; then they complain that radio and tv don't have a firm rate structure—and this despite the fact that most broadcasters didn't accept the bargain come-on. #

To Get Rate Cut for Lehn & Fink (Usually), Pliss Technique Is Simply to Ask for It

NEW YORK, June 3—This is how one station man described the technique being used by Steve Pliss, the Lehn & Fink radio consultant, who has been on the road setting up a spot radio schedule on deejay shows for Stri-Dex.

The station man said a call from McCann-Erickson, the agency for Stri-Dex, tipped off his station that Mr. Pliss would be around to ask for a deal.

McCann-Erickson, which from the outset has emphasized that Mr. Pliss works for the client, said the agency has had nothing to do with the radio consultant and did not make any phone calls about him.

When Mr. Pliss arrives at the station, he asks for the top man. The radio consultant explains that he has a specific figure—say $20,000 for 52 weeks—to spend for his client, and he asks the station manager to set up a schedule. When the schedule is set, the radio consultant then reportedly points out that he makes a living from the commission on what he can save for his clients, and he asks what the station can do for him. The inference is: No consideration for the consultant, no schedule.

■ But, as the story was related to ADVERTISING AGE, he sometimes returns to buy at card rate if he can't get any bargains on any of the client-approved stations in the market, or if the station is a strong one in which Lehn & Fink is especially interested. #

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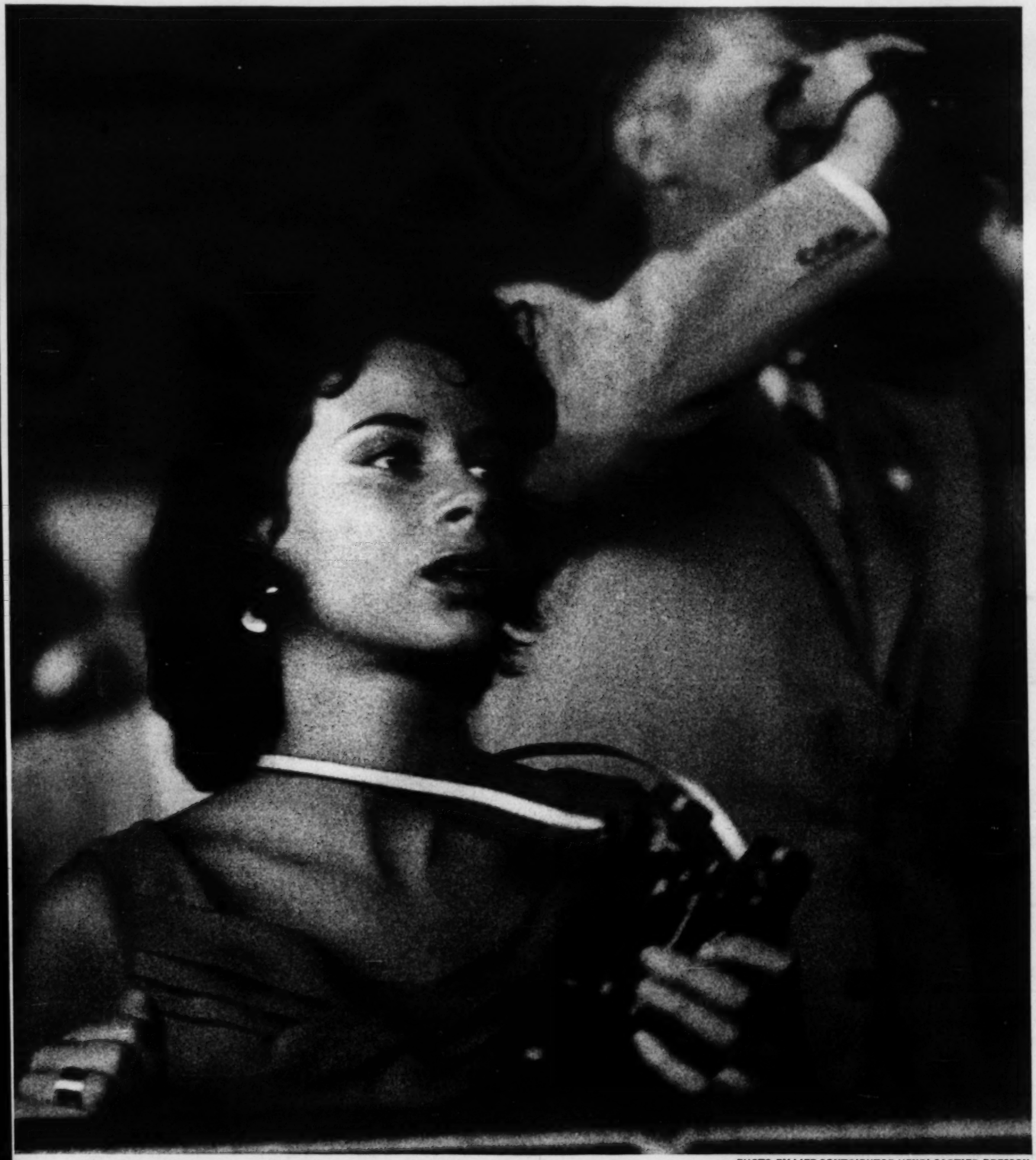
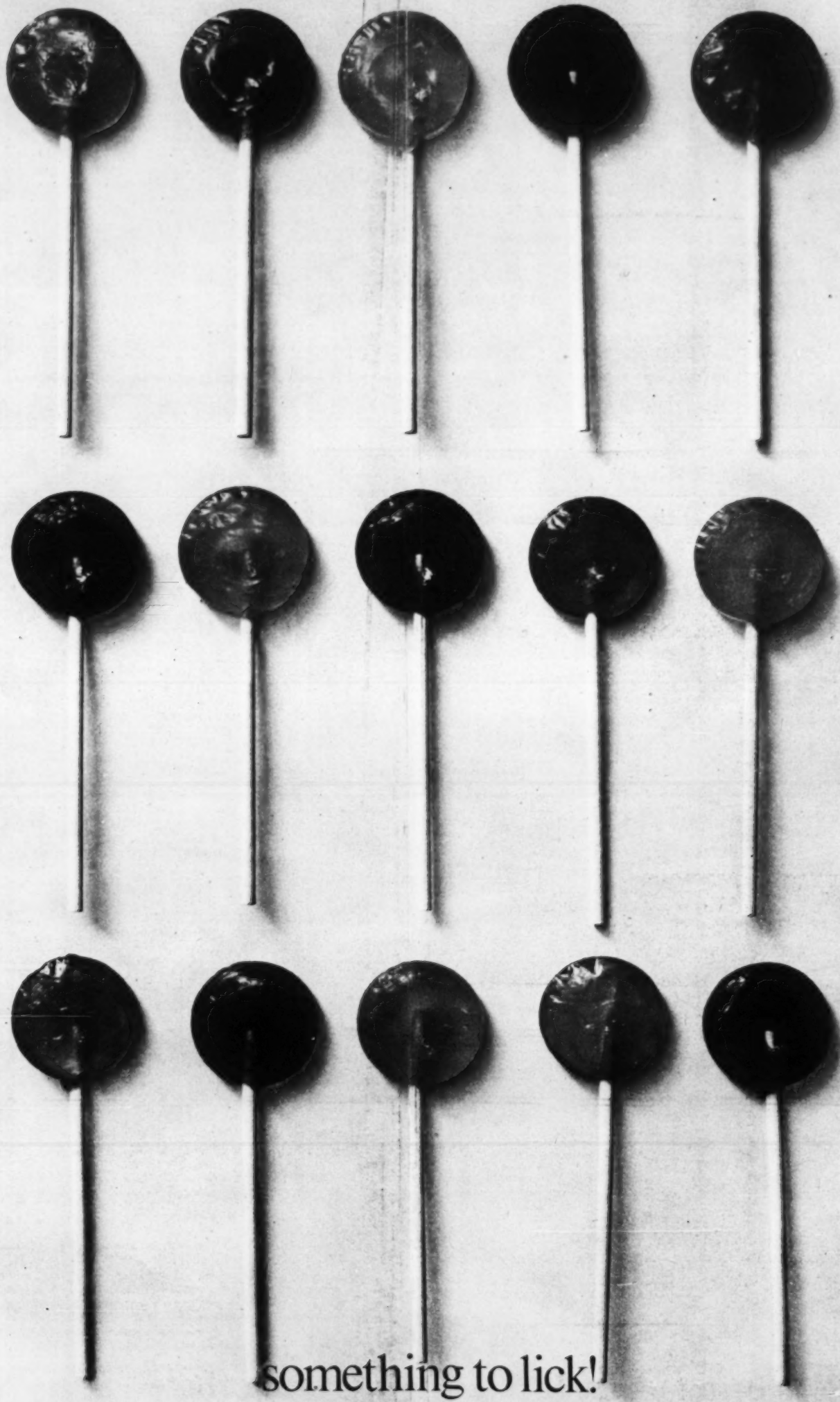


PHOTO BY LIFE CONTRIBUTOR HENRI CARTIER-BRESSON.

"To me, LIFE is being up front in a crowd...being there when big things happen." Only LIFE is so many things to so many people. Something special to each one.

LIFE

The only man to have a photographic exhibit in the Louvre, Cartier-Bresson chose this one to show what to him is LIFE's greatest ability: "Getting you up front in a crowd each week."



something to lick!

Each lozenge-on-a-stick stands for a month. There are fifteen. The message: for fifteen consecutive months, McCall's newsstand gains have been continuously, consistently, UP over the previous year. The last success-flavored lollypop on the right represents May. During May, McCall's sold 200,000* more copies at the newsstand than it did last May. Added sugarplum: McCall's May issue was up in advertising, too...35.1%* over last year, cementing its linage leadership in the women's service field. Something to keep your eye on: June, certain to make it a sweet sixteen for McCall's: First Magazine For Women.

*PUBLISHER'S ESTIMATE